



GOULBURN VALLEY HARNESS & GREYHOUND RACING PRECINCT

FEASIBILITY STUDY AND MASTERPLAN | BACKGROUND DISCUSSION PAPER | SEPTEMBER 2014

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CONTENTS

GLOSSARY	3		
EXECUTIVE SUMMARY	4		
BACKGROUND	4		
STRATEGIC CONTEXT	4		
OVERVIEW OF THE HARNESS AND GREYHOUND SECTORS	5		
GOULBURN VALLEY HARNESS AND GREYHOUND RACING CLUBS FACILITIES AND OPERATIONS	5		
MARKET ASSESSMENT	6		
PHYSICAL ISSUES AND OPPORTUNITIES	6		
LAND USE OPPORTUNITIES	7		
CONCEPT OPTIONS	7		
1. INTRODUCTION	9		
1.1. PROJECT OVERVIEW	9		
1.2. PROJECT OBJECTIVES	9		
1.3. METHODOLOGY	10		
1.4. KEY STAKEHOLDERS	11		
1.5. SITE DETAILS	12		
PART A: BACKGROUND INFORMATION	14		
2. STRATEGIC CONTEXT	15		
2.1. INTRODUCTION	15		
2.2. PLANNING POLICY	16		
2.3. LITERATURE REVIEW	20		
3. PROFILE OF THE HARNESS AND GREYHOUND SECTOR	25		
3.1. INTRODUCTION	25		
3.2. VICTORIAN GREYHOUND RACING INDUSTRY	26		
3.3. VICTORIAN HARNESS RACING INDUSTRY	29		
4. EXISTING CONDITIONS: CLUB FACILITIES AND OPERATIONS	32		
4.1. INTRODUCTION	32		
4.2. SHEPPARTON GREYHOUND RACING CLUB	34		
4.3. SHEPPARTON HARNESS RACING CLUB	35		
4.4. SHEPPARTON PONY CLUB	37		
4.5. SHARED FACILITIES	37		
4.6. PROPERTY OWNERSHIP	37		
5. MARKET ASSESSMENT	39		
5.1. INTRODUCTION	39		
5.2. POPULATION	39		
5.3. VISITATION TO GREATER SHEPPARTON	40		
5.4. VISITATION TO PRECINCT	41		
5.5. OPPORTUNITIES TO INCREASE VISITATION TO THE PRECINCT	44		
6. CASE STUDIES	45		
6.1. INTRODUCTION	45		
6.2. HARNESS AND GREYHOUND PRECINCTS	46		
6.3. RURAL RESIDENTIAL/LIFESTYLE FARMS	46		
PART B: ISSUES & OPPORTUNITIES	49		
7. PHYSICAL ISSUES AND OPPORTUNITIES	50		
7.2. INVESTIGATION AREA	51		
7.3. GREYHOUND AND EQUINE PRECINCT FACILITIES	52		
8. FUTURE LAND USE OPPORTUNITIES	57		
8.1. INTRODUCTION	57		
8.2. INVESTIGATION AREA LAND USE OPTIONS	58		

9. CONCEPT OPTIONS	60	FIGURE 17 OPTION TWO	63
9.1. INTRODUCTION	60	FIGURE 18 OPTION THREE	65
APPENDICES	66		
FIGURES		TABLES	
FIGURE 1 METHODOLOGY APPROACH	10	TABLE 1 SUMMARY OF PERMIT REQUIREMENTS FOR PLANNING ZONES	18
FIGURE 2 INVESTIGATION AREA AND LAND ALLOTMENTS	13	TABLE 2 SUMMARY OF PERMIT REQUIREMENTS FOR PLANNING OVERLAYS	20
FIGURE 3 PLANNING ZONES – INVESTIGATION AREA	16		
FIGURE 4 PLANNING OVERLAYS INVESTIGATION AREA	19	TABLE 3 KEY INDUSTRY STATISTICS – GREYHOUND RACING VICTORIA 2013	27
FIGURE 5 EXISTING GREYHOUND RACING CLUBS – VIC	26	TABLE 4 KEY INDUSTRY STATISTICS – 2013	30
FIGURE 6 TRENDS IN INDUSTRY REVENUE/INCOME (GRV)	28	TABLE 5 PROJECTED POPULATION – GREATER SHEPPARTON	39
FIGURE 7 EXISTING HARNESS RACING CLUBS	29	TABLE 6 VISITATION TO GREATER SHEPPARTON 2013	40
FIGURE 8 TRENDS IN KEY STATISTICS (HRV)	30	TABLE 7 REASON FOR VISIT-OVERNIGHT VISITORS	40
FIGURE 9 SHEPPARTON HARNESS AND GREYHOUND PRECINCT EXISTING CONDITIONS	33	TABLE 8 VISITATION ESTIMATES	41
	33	TABLE 9 RACES/EVENTS AND NUMBER OF VISITORS	43
FIGURE 10 PROPERTY OWNERSHIP – LAND PARCELS	38	TABLE 10 NUMBER OF VISITORS TO PRECINCT	43
FIGURE 11 GOULBURN RIVER VALLEY REGION	40	TABLE 11 MATRIX OF RURAL RESIDENTIAL/EQUINE LIFESTYLE FARM CASE STUDIES	48
FIGURE 12 ORIGIN OF SHEPPARTON HARNESS STARTERS 2013	42		
FIGURE 13 INVESTIGATION AREA ISSUES MAPPING	54		
FIGURE 13 INVESTIGATION AREA PHYSICAL ISSUES	54		
FIGURE 14 INVESTIGATION AREA OPPORTUNITIES MAPPING	55		
FIGURE 14 INVESTIGATION AREA PHYSICAL OPPORTUNITIES	55		
FIGURE 15 SHEPPARTON GREYHOUND AND HARNESS PRECINCT ISSUES AND OPPORTUNITIES	56		
FIGURE 15 GREYHOUND AND HARNESS PRECINCT EXISTING CONDITIONS	56		
	56		
FIGURE 16: OPTION ONE	61		

GLOSSARY

GV - Goulburn Valley

GRV - Goulburn River Valley

HRV - Harness Racing Victoria

GRV - Greyhound Racing Victoria

SHRC - Shepparton Harness Racing Club

SGRC - Shepparton Greyhound Racing Club

SPC - Shepparton Pony Club

EA - Equestrian Australia

PCA - Pony Clubs Australia

PCAV - Pony Club Association of Victoria

HRCAV - Horse Riding Club Association of Victoria

NVSJC - The Northern Victorian Show Jumping Club

GRVT - Goulburn River Valley Tourism

DMP - Destination Management Plan

MSS - Municipal Strategic Statement

MOU - Memorandum of Understanding

GOTAFE - Goulburn Ovens Institute of TAFE

RLZ - Rural Living Zone

GRZ - General Residential Zone

FZ2 - Farming Zone 2

SU4 - Special Use Zone 4

UFZ - Urban Floodway Zone

FO - Floodway Overlay

LSIO - Land Subject to Inundation Overlay

EXECUTIVE SUMMARY

BACKGROUND

Urban Enterprise has been appointed to undertake a feasibility study and masterplan for the Goulburn Valley Harness and Greyhound Racing Precinct and Investigation Area. Urban Enterprise is supported by Planisphere, Urban Design Consultants who will be assisting with the masterplan and urban design component of the project.

This Background Discussion Paper presents three concept options for review by the steering committee, drawing on an assessment of the market opportunities, strategic policy and physical site constraints. The three options are presented for discussion with the aim to confirm an agreed approach to the precinct and surrounding investigation area.

Following agreement on an approach to the precinct further detailed feasibility analysis and master planning will be undertaken for the Precinct and Investigation Area.

STRATEGIC CONTEXT

The majority of the investigation area is Farming Zone 2 (FZ2), apart from the Harness and Greyhound Racing Precinct which is Special Use Zone 4 (SUZ4). The purpose of Farming Zone 2 is to provide the use of land for agriculture. The purpose for the Special Use Zone 4 is for harness and greyhound racing and a range of entertainment, recreational, commercial and community activities.

A Flood Overlay (FO) and Land Subject to Inundation Overlay (LSIO) exists over the south and north west corners of the precinct, as well as the north east corner. These zones and overlays restrict the level of development that can occur.

The Greater Shepparton Housing Strategy (2011) has estimated a need for 365 new dwellings per year to meet demand. Low density and rural living are identified as limited and currently reflect a gap in the market. The Greater Shepparton Housing Strategy also identifies the potential for rural living in the investigation area and highlights the importance of careful planning in the 'Kialla Paceway' precinct to minimise land conflicts between the facility and future residents.

Greater Shepparton's Rural Land Use Strategy (2010) highlights the importance of the equine industry to the Goulburn Valley and emphasises its economic value to the region.

The Goulburn River Valley Destination Management Plan (2013) identifies the opportunity for the equine and greyhound industry to become a major draw card for the region. The plan also identifies the need for new tourism product to grow yield from the tourism sector such as accommodation targeted to market need in Shepparton.

OVERVIEW OF THE HARNESS AND GREYHOUND SECTORS

There are 13 greyhound racing clubs in Victoria, with Shepparton the only club in the north east of the State. This ensures that Shepparton has a large catchment for greyhound races which includes north east Victoria, the Murray Region and southern NSW.

In 2013, Greyhound Racing Victoria held a total of 937 race meetings with an 11.3% increase in attendance from the previous year.

There are 38 harness racing clubs across Victoria and in 2013, Harness Racing Victoria held 452 race meetings. Shepparton Racing Club is one of many clubs situated in Victoria's north east, however it is one of the strongest performing clubs in the region.

Both the greyhound and harness racing industries have reported strong income growth over the past five years. In the case of the Harness Racing, much of this growth can be attributed to the introduction of Tabcorp Park and its non-racing entertainment, tourism and hospitality functions.

Greyhound Racing Victoria has had strong growth in revenue on the back of a greater share of income from Tabcorp and increased wagering as a result of more race meets.

Industry trends highlight that the opportunity for the Goulburn Valley Harness and Greyhound Racing Precinct is to grow visitation through events, and greater entertainment during race nights. Tabcorp Park provides a good example of how multiple strong revenue streams can be leveraged from Harness Racing Facilities in addition to wagering.

There is opportunity for the Goulburn Valley Harness and Greyhound Precinct to become a premier racing precinct in Regional Victoria.

GOULBURN VALLEY HARNESS AND GREYHOUND RACING CLUBS FACILITIES AND OPERATIONS

The Harness and Greyhound Racing Precinct is largely built out across the site, with little room for broad scale expansion. The Greyhound Racing Club occupies the front of the site, with the Harness and Pony Club situated at the rear.

The precinct is home to excellent function room facilities including the Greyhound Racing Club's function room which accommodate 200 seated patrons, the Harness Racing Club's AH Rathjen Dining room and the Winning Post Complex with capacity for 400 and 250 seated guests respectively.

Discussion with the clubs highlights that there is no requirement for short to medium term expansion of their operations, however both clubs concede that a straight track in the precinct will grow the training potential of the precinct. In the long term consideration of other ancillary facilities may be made such as gaming facilities, full time bistro function and accommodation. These type of facilities will provide the potential to grow visitation to the precinct and complement the racing functions.

The Harness and Greyhound Racing Clubs would like to see buffers around the precinct to protect any long term potential conflict from residential encroachment that might impact on their long term use.

MARKET ASSESSMENT

Greater Shepparton is projected to grow substantially over the next 15-20 years. Victoria in Future projects that Greater Shepparton population will experience a total of 23% growth between 2014 and 2031. This will provide growth in local market demand for function spaces, events and memberships for the clubs.

Greater Shepparton is a key visitor node within the Goulburn River Valley Tourism Region, attracting 1.1 million visitors per annum. A large proportion of visitors to the Goulburn River Valley are visiting for special events or for business reasons. This highlights the strength of business and non-business events markets for Shepparton.

It is estimated that the Harness and Greyhound Racing Precinct attracts around 65,000 visitors per annum, of which around 9,500 are estimated to be overnight visitors to Shepparton. Visitation to the precinct creates demand for food, beverage, accommodation and equine/greyhound services in Shepparton.

There is opportunity for the equine precinct to grow visitation through attracting more social and non-social events and through developing the entertainment offer during race nights and also at non-racing times.

PHYSICAL ISSUES AND OPPORTUNITIES

The key physical issues and opportunities to be considered when developing the precinct and investigation area are:

- Only one entry point should be made to the precinct and investigation area from the Goulburn Valley Highway. A service road may be implemented to provide access to properties.
- Land on the corner of the Goulburn Valley Highway and River Road will be required to allow for a sweeping bend and traffic changes in the long term to support large vehicle transport.
- Entry points should be minimised on River Road as it is a main heavy vehicle thoroughfare;
- Improved traffic management at all interactions surrounding the precinct will be required with further development of the investigation area;
- Large areas of the site are subject to flooding and development in these areas should be minimised;
- Due to the precinct's distance from water and sewerage treatment plants it is Goulburn Valley Water's preference that conventional residential development in the area be minimised, otherwise large and costly infrastructure improvements will be required.
- Channel water is provided to the precinct by Goulburn Murray Water, which could be put underground as the demand for water in the area is not of a large agricultural scale. Properties and residents would still require access to raw water, this means that a straight track could be built within the precinct in replacement of the existing channel.
- General amenity of the precinct could be improved with tree plantings, trails and way finding signage.

LAND USE OPPORTUNITIES

The future land use opportunities of the investigation area include rural living allotments, equine recreation, commercial, tourism and equine services.

There is strategic support for rural living residential uses in the precinct, however it will be important that these do not adversely impact the existing Harness and Greyhound Racing Precinct. If this were themed for equine, it would build on the synergies with the current Greyhound and Harness Racing functions in the precinct. Initial discussions with representatives of the equine recreation sector suggest a minimum of 0.5 hectare for equine/greyhound lifestyle allotments.

Strengthening the equine role of the precinct through land provided for equine recreational uses and commercial equine uses will provide greater market demand for equine themed rural living uses. This will also assist in growing the precinct as the home of the equine industry. Discussions with the equine recreational sector highlight a lack of facilities to accommodate the growing needs of clubs in the region. In particular the pony club has use conflicts with the training undertaken at the rear of the site. The precinct provides the opportunity to collocate the Goulburn Valley's equine recreational clubs into one precinct.

The precinct is best developed with a mix of the above uses in mind as they can complement each other. The key for the investigation area is to bring all of these uses together in a spatial way that complements the existing function of the area.

CONCEPT OPTIONS

Three concept options are proposed for consideration by the steering committee, these include:

OPTION 1: MAJOR GROWTH OF EQUINE USES TO THE SOUTH, COMMERCIAL EXPANSION TO THE NORTH

This option explores the opportunity to expand the equine uses to the south of the precinct for recreational equine clubs such as:

- Shepparton Pony Club;
- Shepparton Equestrian Club;
- GV Equestrian Club;
- GV Show Jumping Club;
- Southern Seven Cutting Horse Association.

This however will require the acquisition of a large amount of private land. This option will strengthen the equine role of the precinct and provide a strong market demand for residential themed equine/greyhound properties in east of the precinct.

In addition, there is potential to relocate the existing training track into the centre of the harness racing track. This would result in ample land area to increase on-site stabling and training facilities within the precinct as well as opportunity for equine related rural living. This will also improve the costs with respect to maintaining and managing the training track.

Other uses considered in this option include commercial opportunities along Goulburn Valley Highway and River Road. This option allows for larger scale allotment to maximise the highway frontage.

This option also considers rural residential living with an equine/greyhound focus and potential tourism uses including a large visitor accommodation establishment to the south of Sevens Creek as well as a potential farm gate/produce tourism product.

OPTION 2: COMMERCIAL USE TO THE NORTH, MAINTAIN EXISTING USE IN THE SOUTH

This option consists of maintaining existing use to the south of precinct, whilst expanding the role for commercial uses to the north of the precinct. Other uses in this option include rural residential allotments with an equine/greyhound focus and other tourism uses. The tourism uses may be expanded in this option with consideration of farm gate and semi-rural tourism experiences.

OPTION 3: GROWTH OF THE EQUINE USES IN THE SOUTH, RURAL RESIDENTIAL TO THE NORTH AND EAST [PREFERRED OPTION]

This approach expands the land provided for recreational or racing uses in the precinct. There will be provision for recreational equine uses to the south of the precinct and long term potential to expand the footprint for the greyhound or harness racing facilities.

This option also explores the potential for rural residential living to the east and north of the precinct with an equine/greyhound focus to leverage off current operations within the racing precinct. This approach proposes a cluster of rural residential allotments to the north focused for greyhounds to avoid potential conflict with the equine residential uses.

This is the preferred option for the following reasons:

- It separates the equine and greyhound residential uses to avoid conflict between animals;
- It provides a confirmed precinct for greyhound owners with supporting policy;
- It minimises large areas of commercial land which are likely to have limited demand;
- Minimising large tracts of commercial land in the precinct will provide a stronger rural lifestyle product and improved amenity;

- It provides for a new precinct for recreational equine uses which will provide strong demand for residential use.

A full description of all three options and diagrams is provided in section 9.

1. INTRODUCTION

1.1. PROJECT OVERVIEW

Urban Enterprise was commissioned by Greater Shepparton City Council to prepare a Feasibility Study and Masterplan for the development of The Goulburn Valley Harness and Greyhound Racing Precinct and adjoining investigation area. The study will draw on Urban Enterprise's extensive knowledge and experience working within the equine and tourism industry and land use planning. Urban Enterprise is supported by Planisphere, landscape and urban design consultants.

The Feasibility Study assesses the performance of the equine and greyhound industry in Victoria and also with Greater Shepparton. In addition, the study identifies potential opportunities for the precinct as well as any physical issues and constraints. This study provides a clear direction for the future use of the precinct and the surrounding area.

The Feasibility Study has a project steering committee consisting of:

- The City of Greater Shepparton;
- The Shepparton Harness Racing Club; and
- The Shepparton Greyhound Racing Club.

The role of the project steering committee is to ensure the project brief is delivered by providing background information and contributing to the consultation process. The steering committee is in no way a part of the decision making process, this role and responsibility rests solely with the Greater Shepparton City Council.

This study is informed by council strategies which identify this precinct as a future growth area of Shepparton, as well as numerous community stakeholders including the Shepparton Harness and Greyhound Racing Clubs, Shepparton equine clubs, referral authorities and landowners within and adjoining the investigation area.

1.2. PROJECT OBJECTIVES

The Feasibility Study and Masterplan will guide the future development of the Goulburn Valley Harness and Greyhound Precinct and surrounding land. The objectives of this study are as follows:

1. **Understand the strategic context of the precinct** - Review local planning policy and council documents, which identifies this precinct as a future growth area of Shepparton. This will require an analysis of the adequacy and functionality of current facilities within the precinct.
2. **Identify the current state of the equine and greyhound industry in Victoria** - Investigate the strengths and weaknesses of the equine and greyhound industry, as well as investigating the regional demand for an upgrade or extension of facilities within the precinct.
3. **Assess potential demand and relative competitiveness for this precinct** within the region and Victoria - Identify the regional catchment for this precinct and assess competing precincts in the region.
4. **Determine the economic impact of any proposed development to Greater Shepparton** and the region - Assess the economic outcome in terms of employment, tourism and the equine industry.
5. **Evaluate the development costs** associated with potential improvements to the racing complex and surrounding areas, and undertake a cost benefit analysis.
6. **Investigate the viability of ancillary activities** to harness racing and greyhound racing that could be established within the precinct as a means of leveraging off existing operations.
7. **Assess the potential environmental and social impacts of the development** - This would include physical constraints and opportunities for the precinct.

8. **Investigate how the development of the precinct could be delivered**, including funding sources and acquiring land within the precinct.

1.3. METHODOLOGY

Figure 1 represents the step by step methodology for the Goulburn Valley Harness and Greyhound Racing Precinct Feasibility Study.

The project will be delivered in five key stages and are as follows:

1. Inception, Background Review and Consultation

- *Inception* - including agreement of the scope of works, initial inception and site visits.
- *Literature Review* - providing a review of background information, literature and key policy/strategy.
- *Consultation* - extensive stakeholder consultation with the project steering committee, key Council departments, referral authorities, as well as affected landowners within and adjoining the investigation area.

2. Feasibility Study

- *Regional Positioning* - providing an assessment of the importance of the facility to the region and the potential to be positioned as a regional leader in the equine industry.
- *Analysis of Existing Conditions* - an audit and condition report of existing facilities.
- *Market Analysis* - including investigation of current uses, identification of demand and a review of market trends and potential markets.
- *Assessment of Development Options* - examining the range of facilities and activities for inclusion in the masterplan and an assessment of potential development scenarios; with the ultimate selection of a preferred development option.
- *Development impact* - assessing the potential environmental and social impacts of the preferred development option.
- *Economic considerations* - analysing the viability of proposals, the economic impact of the preferred development option and potential funding opportunities.

3. Masterplan

- *Preparation of a masterplan for the investigation area* - to address the key objectives and recommended concept.

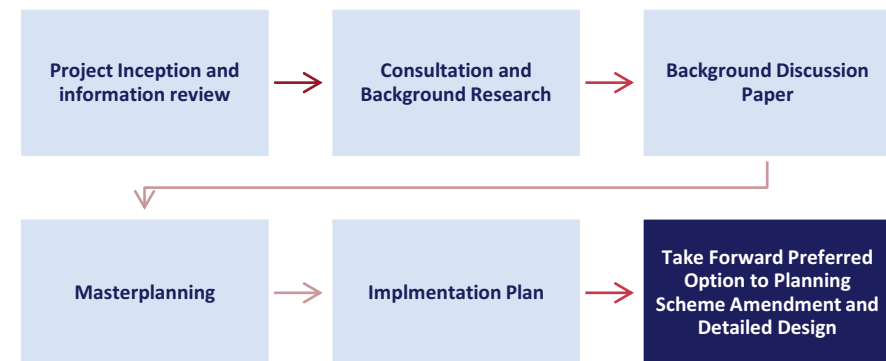
4. Implementation Plan

- *Actions and Implementation* - preparing an implementation plan that identifies actions, responsibilities, and timelines for the implementation of the masterplan.

5. Final Reporting

- *Final Report* - the delivery of a final report that succinctly summaries all elements of the project in a consolidated report.

FIGURE 1 METHODOLOGY APPROACH



1.3.1. CONSULTATION PROCESS

Urban Enterprise conducted a number of stakeholder workshops with the steering committee and recreational equine and greyhound clubs, as well as one-on-one meetings with council staff, referral authorities and affected land owners located within and around the investigation area. The consultation process helped identify physical constraints and issues associated with the investigation area and presented potential opportunities for the future direction and development of the precinct.

The consultation process included the following steps:

1. **Preparation of project information** for stakeholders;
2. **Project information and invitations** to attend a one-on-one interview sent to all landowners and referral authorities;
3. **Arrangement of in region consultation** including invites to a recreational equine industry workshop, council staff workshop and harness and greyhound industry workshop;
4. **In region consultation**
 - Meetings with landowners who responded to the invitation to meet
 - Meetings with referral authorities
 - Workshop with Harness and Greyhound Clubs and State representatives
 - Meetings with various council departments
 - Workshop with recreation horse industry
5. **Presentation of issues, opportunities and options** to steering committee and Greater Shepparton City Council;
6. **Exhibition of Draft Report.**

Refer to Appendix A for a detailed consultation list.

1.4. KEY STAKEHOLDERS

PROJECT STEERING COMMITTEE

The Feasibility Study and Masterplan has a project steering committee consisting of:

- Greater Shepparton City Council;
- The Shepparton Harness Racing Club; and
- The Shepparton Greyhound Racing Club.

The role of the project steering committee is to ensure the project brief is delivered by providing background information and contributing to the consultation process. The steering committee is in no way a part of the decision making process, this role and responsibility rests solely with the Greater Shepparton City Council.

Urban Enterprise conducted a workshop with the project steering committee to understand existing conditions for the racing precinct, and understand current operations. The workshop also helped understand physical constraints for the precinct and potential opportunities.

REFERRAL AUTHORITIES

Urban Enterprise invited a number of referral authorities to participate in the consultation process. Thirty minute sessions were allocated for each authority in order to understand existing conditions. Urban Enterprise met with the following authorities: Vic Roads, Goulburn River Water, Goulburn Murray Water, Department of Primary Industries, GRVT and Tourism Greater Shepparton.

Referral authorities that were invited to participate, but could not attend include: Goulburn Broken Catchment Authority, CFA, APA Group, Powercor Australia, EPA and PTV.

COUNCIL STAFF

Urban Enterprise met with a number of council staff from different departments including representatives from Strategic Planning, Sustainability and Environment, Events and Tourism, Waste Management and Property.

LANDOWNERS

Appendix B provides a detailed list of the landowners that were engaged and invited to participate in the consultation process.

Appendix C is a map that shows the property boundaries within and adjoining the investigation area and highlights the landowners that were invited to participate in the consultation process.

Landowners were formally contacted by Greater Shepparton City Council to participate and contribute in the consultation process. Landowners were informed of the project brief and potential outcomes, as well as notified of specific times and dates in which consultation sessions would be occurring. Several weeks prior to the allocated dates, landowners were sent a letter in the post outlining the purpose of the study and the importance for them to contribute in the process to aid in understanding certain aspirations and opportunities for the investigation area, as well as physical issues and constraints.

Landowners were instructed to contact Urban Enterprise to book a specific thirty minute one-on-one session at the Greater Shepparton City Council offices.

EQUINE CLUBS

Urban Enterprise conducted a workshop for the region's equine clubs to gain an understanding of physical issues facing the clubs, as well as potential opportunities for these clubs in the future. The following equestrian clubs attended the workshop: Shepparton Pony, Goulburn Valley Equestrian Club, Southern Seven Cutting Horse Association, Goulburn Valley Show jumping Club and Goulburn Valley Pony Club.

1.5. SITE DETAILS

1.5.1. LOCATION AND SPECIFICATIONS

The Background Discussion Paper refers to two separate areas and include:

- The investigation area; and
- The Goulburn Valley Harness and Greyhound Racing Precinct.

Figure 2 shows the two separate areas as discussed.

INVESTIGATION AREA

The investigation area for this project is the area which is enclosed by the Goulburn Valley Highway, Mitchell Road, Archer Road and River Road, located in Kialla, Greater Shepparton. The area of the precinct is approximately 3.1 km² (310 hectares).

The investigation area is approximately 7.5 km south of the Shepparton CBD along the Goulburn Valley Highway. The Seven Creeks runs through the south west corner of the precinct.

Apart from the Harness and Greyhound Racing Precinct, the investigation area consists of privately owned allotments.

GOULBURN VALLEY HARNESS AND GREYHOUND RACING PRECINCT

The Harness and Greyhound Racing Precinct is defined by the Special Use Zone 4. This area includes the Shepparton Harness and Greyhound Racing Clubs and their ancillary facilities, as well as the training facilities, which includes a training track and stables. This area is located directly behind the harness racing track. This area is shared between the Shepparton Harness Racing Club and the Shepparton Pony Club.

There is one access point to the Shepparton Harness and Greyhound Racing Precinct from the Goulburn Valley Highway.



INVESTIGATION AREA AND LAND ALLOTMENTS

- Investigation Area
- Harness/Greyhound Racing Precinct
- Private land allotments
- Greyhound track
- Horse track
- Building

FIGURE 2 INVESTIGATION AREA AND LAND ALLOTMENTS

PART A: BACKGROUND INFORMATION

2. STRATEGIC CONTEXT

2.1. INTRODUCTION

The following section analyses key background and reference documents. This will highlight any significant documentation or strategic work related to the equine and tourism industry, Shepparton's residential market, as well as the precinct and investigation area shown in Figure 2.

Documents reviewed in this section include:

- Greater Shepparton Planning Scheme;
- Greater Shepparton Housing Strategy (2011);
- Greater Shepparton Council Plan and Strategic Resources Plan (2009-2013);
- Greater Shepparton 2030 Plan;
- Regional Rural Land Use Strategy (2010);
- Municipal Strategic Statement;
- Greater Shepparton Economic Development Strategy (2009-2012);
- Goulburn River Valley Tourism Development Plan (2011-2016); and
- Goulburn River Valley Destination Management Plan (2013).

KEY FINDINGS

- The majority of the investigation area is Farming Zone 2 (FZ2), apart from the Harness and Greyhound Racing Precinct which is Special Use Zone 4 (SUZ4). The purpose of Farming Zone 2 is to provide the use of land for agriculture. The purpose for the Special Use Zone for the Harness and Greyhound Racing Precinct is for horse racing and a range of entertainment, recreational, commercial and community activities.
- A Flood Overlay (FO) and Land Subject to Inundation Overlay (LSIO) exists over the south and north west corners of the precinct, as well as the north east corner. These zones and overlays restrict the level of development that can occur.
- The Greater Shepparton Housing Strategy (2011) has estimated a need for 365 new dwellings per year to meet demand; low density, rural living is limited and currently reflects a gap in the market. The Greater Shepparton Housing Strategy also identifies the potential for rural living in the investigation area and highlights the importance of careful planning in the Kialla Paceway precinct to minimise land conflicts between the facility and future residents.
- The Greater Shepparton Rural Land Use Strategy (2010) highlights the importance of the equine industry to the Goulburn Valley and emphasises its economic value to the region.
- The Goulburn River Valley Destination Management Plan (2013) identifies the opportunity for the equine and greyhound industry to become a major draw card for the region. The plan also identifies the need for new tourism product to grow yield from the tourism sector such as accommodation targeted to market need.

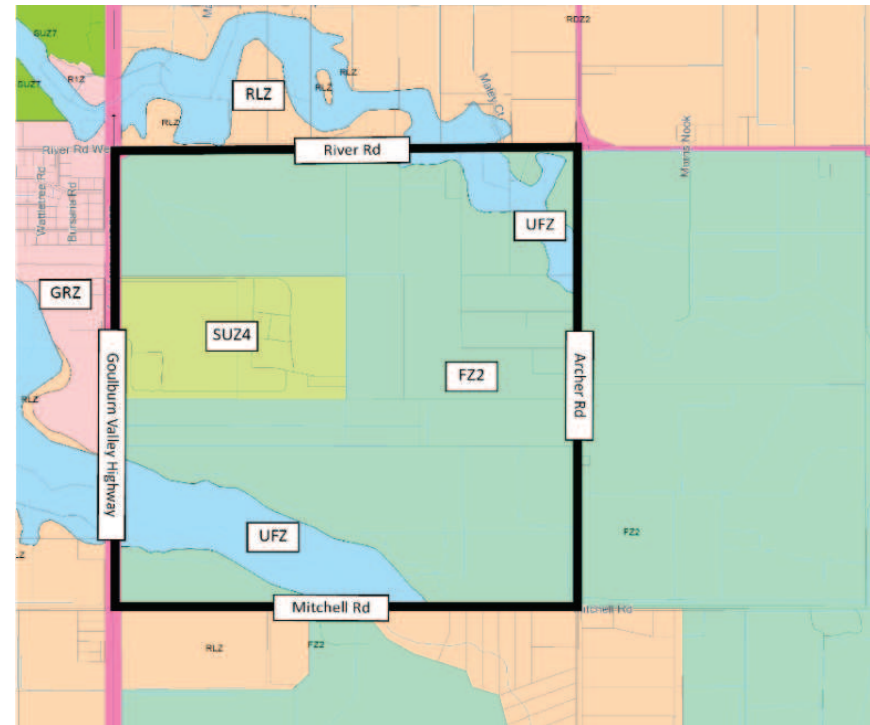
2.2. PLANNING POLICY

2.2.1. PLANNING ZONES

Figure 3 shows the planning zones for the land within and adjoining the investigation area. The overwhelming majority of land within the investigation area is Farming Zone 2 (FZ2). The Harness and Greyhound Racing Precinct adjoining The Goulburn Valley Highway is a Special Use Zone (SUZ4) and Seven Creeks which runs through the south west and north east corners of the investigation area is an Urban Floodway Zone (UFZ).

Across the Goulburn Valley Highway, directly east of the investigation area, is Residential Zone 1 (R1Z). The land directly north and directly south of the investigation area is Rural Living Zone (RLZ) and the land directly west of the investigation area is Farming Zone 2 (FZ2).

FIGURE 3 PLANNING ZONES - INVESTIGATION AREA



Source: planning Maps Online

2.2.2. GREATER SHEPPARTON PLANNING SCHEME

The following outlines the purpose of use for each zone and overlay and summarises the key clauses and schedules that directly relate to the land within and directly adjoining the investigation area. There are a number of uses that each zone allow, require a permit or are prohibited. Table 1 within the Background Discussion paper summarises the permit requirements, allowances and restraints for key uses across each of the zones. These

requirements will inform the feasibility of the project as it will highlight the key allowances and constraints of these zones.

RESIDENTIAL ZONE 1

Clause 32.01 of the Greater Shepparton Planning Scheme states that the purpose of the Residential Zone 1 is to:

- *“Provide for residential development at a range of densities with a variety of dwellings to meet the housing needs of all households.*
- *Encourage residential development that respects the neighbourhood character.*
- *In appropriate locations, to allow educational, recreational, religious, community and a limited range of other non-residential uses to serve local community needs.”*

Residential zone 1, which is located directly east of the investigation area, does not require a permit for a dwelling, a bed and breakfast (no more than six persons) and animal keeping (under two animals). However, a permit is required for subdivision, building and works, accommodation (other than B&B) and formal leisure and recreation. Animal boarding and horse stables are prohibited in the residential zone 1.

RURAL LIVING ZONE

Clause 35.03 of the Greater Shepparton Planning Scheme state that the purpose of the Rural Living Zone is to:

- *“Provide for residential use in a rural environment.*
- *Provide for agricultural land uses which do not adversely affect the amenity of surrounding land uses.*
- *Protect and enhance the natural resources, biodiversity and landscape and heritage values of the area.*
- *Encourage use and development of land based on comprehensive and sustainable land management practices and infrastructure provision.”*

Rural living zone is located directly north of the investigation area and there are no permits required for a dwelling, B&B (no more than ten persons), animal keeping and informal outdoor recreation. A permit is required for subdivision, building and works, accommodation (other than B&B), agriculture and leisure and recreation. Retail premises are prohibited under section 2 of clause 35.03-1.

FARMING ZONE 2

Clause 35.07 of the Greater Shepparton Planning Scheme states that the purpose of the Farming Zone is to:

- *“Provide for the use of land for agriculture.*
- *Encourage the retention of productive agricultural land.*
- *Ensure that non-agricultural uses, including dwellings, do not adversely affect the use of land for agriculture.*
- *Encourage the retention of employment and population to support rural communities.*
- *Encourage use and development of land based on comprehensive and sustainable land management practices and infrastructure provision.”*

The majority of the investigation area is farming zone 2 (apart from the harness and greyhound racing precinct). Farming zone 2 does not require a permit for a dwelling as well as agriculture and animal keeping. A permit is required for subdivision, accommodation, camping and caravan, B&B and leisure and recreation. Retail premises are prohibited.

SPECIAL USE ZONE 4

Schedule four to Clause 37.01 of the Greater Shepparton Planning Scheme states that the purpose of the Special Use Zone 4 is to:

- *“Provide for the use of the Kialla Paceway for horse racing and a range of entertainment, recreational, commercial and community activities.*
- *Encourage the multiple use of land and buildings within the Kialla Paceway in order to facilitate its usage throughout the year.*

- *Ensure that the combination of uses, their density, and the scale and character of any development do not prejudice the amenity of surrounding land.*
- *Ensure that the future use and development of the Kialla Paceway occurs in a planned and orderly manner.”*

The Shepparton Harness and Greyhound Racing Precinct is a Special Use Zone 4. This relates specifically to Kialla paceway and is designated for horse and greyhound racing and a range of entertainment, recreational, commercial and community activities.

Building and works and leisure and recreation infrastructure require permits.

URBAN FLOODWAY ZONE

Clause 37.03 of the Greater Shepparton Planning Scheme states that the purpose of the Urban Floodway Zone is to:

- *“Identify waterways, major floodpaths, drainage depressions and high hazard areas within urban areas which have the greatest risk and frequency of being affected by flooding.*
- *Ensure that any development maintains the free passage and temporary storage of floodwater, minimises flood damage and is compatible with flood hazard, local drainage conditions and the minimisation of soil erosion, sedimentation and silting.*
- *Protect water quality and waterways as natural resources.*

TABLE 1 SUMMARY OF PERMIT REQUIREMENTS FOR PLANNING ZONES

USE	R1Z	RLZ	FZ2	SUZ4	UFZ
Dwelling	No permit required	No permit required	No permit required	No permit required	No permit required
Subdivision	Permit required	Permit required	Permit required	No permit required	Permit required
Building/works	Permit required	Permit required	No permit required	Permit required	Permit required
Accommodation	Permit required	Permit required	Permit required	No permit required	No permit required
Camping/caravan	No permit required	No permit required	Permit required	No permit required	No permit required
B&B	No permit required	No permit required	Permit required	No permit required	No permit required
Agriculture	No permit required	Permit required	No permit required	No permit required	No permit required
Leisure & recreation	Permit required	Permit required	Permit required	Permit required	Permit required
Retail Premises	No permit required	Prohibited	Prohibited	No permit required	No permit required
Animal keeping	No permit required	No permit required	No permit required	No permit required	No permit required
Animal boarding	Prohibited	No permit required	Permit required	No permit required	No permit required
Horse stables	Prohibited	No permit required	No permit required	No permit required	No permit required

No permit required
 Permit required
 Prohibited

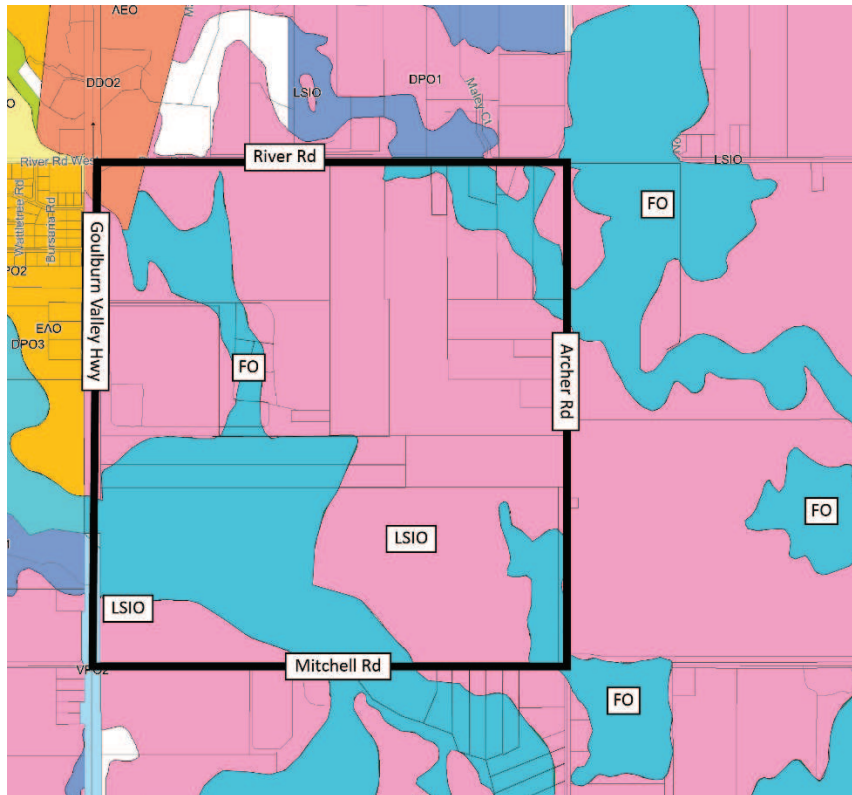
2.2.3. PLANNING OVERLAYS

Figure 4 shows the planning overlays that currently exist on the land within and adjoining the investigation area. Due to the Seven Creeks running through the north east and south west corners of the precinct, there are certain parts of the precinct that are subject to flooding and inundation.

A Floodway Overlay (FO) exists over a portion of the Harness and Greyhound Racing Precinct as well as the southern border of the investigation area, along Mitchell Road. A Land Subject to Inundation Overlay (LSIO) exists in the north west corner, as well as a large proportion of the southern half of the investigation area.

Planning overlays are detailed with specific allowances and restrictions. Permits are required for subdivision and building and works. Refer to Table 2 for a summary of overlay planning permit requirements.

FIGURE 4 PLANNING OVERLAYS INVESTIGATION AREA



Source: planning Maps Online

FLOODWAY OVERLAY

Clause 44.03 of the Greater Shepparton Planning Scheme states that the purpose of a floodway overlay is to:

- *“Identify waterways, major floodpaths, drainage depressions and high hazard areas which have the greatest risk and frequency of being affected by flooding.*
- *Ensure that any development maintains the free passage and temporary storage of floodwater, minimises flood damage and is compatible with flood hazard, local drainage conditions and the minimisation of soil erosion, sedimentation and silting.*
- *Protect water quality and waterways as natural resources in accordance with the provisions of relevant State Environment Protection Policies, and particularly in accordance with Clauses 33 and 35 of the State Environment Protection Policy (Waters of Victoria).*
- *Ensure that development maintains or improves river and wetland health, waterway protection and flood plain health.”*

LAND SUBJECT TO INUNDATION OVERLAY

Clause 44.04 of the Greater Shepparton Planning Scheme states that the purpose of the Land Subject to Inundation Overlay is to:

- *“Identify land in a flood storage or flood fringe area affected by the 1 in 100 year flood or any other area determined by the floodplain management authority.*
- *Ensure that development maintains the free passage and temporary storage of floodwaters, minimises flood damage, is compatible with the flood hazard and local drainage conditions and will not cause any significant rise in flood level or flow velocity.*
- *Protect water quality in accordance with the provisions of relevant State Environment*
- *Ensure that development maintains or improves river and wetland health, waterway protection and flood plain health.”*

TABLE 2 SUMMARY OF PERMIT REQUIREMENTS FOR PLANNING OVERLAYS

USE	FO	LSIO
Permit Required		
Building and Works	<ul style="list-style-type: none"> Fence, roadworks, bicycle paths and trails 	<ul style="list-style-type: none"> A fence, roadworks, rainwater tank with a capacity of less than 4500 litres, flood mitigation works and the laying of underground sewerage, water and gas mains, oil pipelines,
Subdivision	<ul style="list-style-type: none"> The subdivision does not create any new lots, which are entirely within this overlay. This does not apply if the subdivision creates a lot, which is to be transferred to an authority for a public purpose. 	<ul style="list-style-type: none"> Permit required to subdivide land
No Permit Required		
Building and Works	<ul style="list-style-type: none"> A single or multiple industrial, retail or office building extension, a single or multiple dwelling extension, a sportsground, racecourse or recreation area (with no permanent grandstand or raised viewing area), pathways and trails constructed at general natural surface elevation, playground and roadworks carried out by a public authority. 	<ul style="list-style-type: none"> A new dwelling within Residential 1 Zones of Mooroopna, Shepparton and Tatura, an upper storey extension to an existing building within the existing building footprint, an agricultural shed (other than one used for industrial, retail or office purposes and a sportsground, racecourse or recreation area (with no permanent grandstand or raised viewing area), pathways and trails constructed at general natural surface elevation, playground.

2.3. LITERATURE REVIEW

The literature review provides a summary of Greater Shepparton and equine/greyhound related documents that align with the local/regional equine and greyhound industry as well as any future residential/housing/population projections and locations in Greater Shepparton.

2.3.1. COUNCIL DOCUMENTS

GREATER SHEPPARTON MUNICIPAL STRATEGIC STATEMENT

The Municipal Strategic Statement (MSS) is a concise statement of the key strategic planning, land use and development objectives for the municipality and the strategies and actions for achieving the objectives.

The MSS identifies several investigation areas that have been earmarked for potential future housing settlement in the framework plans. These areas have been identified as potential future areas to be rezoned or for high density residential development due to their proximity to amenity and growth areas. The two investigation areas in Kialla include:

- Investigation Area 1 - Kialla Paceway and Shepparton Greyhound Racing environs.** This area surrounds and includes the greyhound and trotting facilities and is directly adjacent to the Shepparton South Growth Corridor. There is potential to extend services to this land. However, future residential development within this area will be dependent on amenity issues such as lighting, noise, odour and dust being addressed to ensure that the long term interests of the racing facilities are protected.
- Investigation Area 2 - Raftery Road, Kialla.** The land is adjacent to the Shepparton South Growth Corridor and is situated between the Seven Creeks and Goulburn River corridors. Development is currently restricted by the 8ha minimum lot size under the Rural Living Zone. Higher density development is dependent on issues relating to servicing, flooding and the environmental assets of the two river corridors being resolved.

The Kialla Paceway investigation area has the potential to be rezoned as residential, however there are concerns of noise, light and odour pollution from the Harness and Greyhound racing precinct. Any future development mustn't interfere with the long term interests and operations of the racing clubs.

GREATER SHEPPARTON HOUSING STRATEGY (2011)

The Greater Shepparton Housing Strategy was prepared in order to provide a guide for the future provision and long term identification of residential land within the municipality.

The Greater Shepparton Housing Strategy (2011) has predicted that accommodating the growing population will require an additional 9,100 dwellings by 2031. This means that an average of 365 new dwellings will be needed every year to meet demand. Additional land for residential development will be required. While there is more than sufficient residential zoned land to accommodate conventional residential development over the next 10-20 years, opportunities for low density and rural living are quite limited.

Some of the relevant strategic directions of the Greater Shepparton Housing Strategy (2011) are:

- Locate residential development in locations appropriate to its intended use;
- Create sustainable living environments which conserve land and energy and are integrated with existing networks and systems; and
- Provide a diversity of housing options which become long-term assets to their neighbourhood.

The housing strategy plans for a mix of housing into locations proximate to shops, jobs, public transport, entertainment and open space. This will allow the most amount of people to take advantage of these local uses and spread the benefits of these areas as widely as possible.

Greater Shepparton currently has approximately 5,000 ha of zoned residential land which consist of 2,400 ha of Residential Zone 1 (R1Z), 775 ha of Low Density Residential Zone (LDRZ), and 1,000 ha of Rural Living Zone (RLZ).

The Greater Shepparton Housing Strategy also acknowledges that the investigation area is a potential location for future low density residential and rural living:

“Low Density Residential and Rural Living development has been limited in Greater Shepparton in recent times. There is anecdotal evidence that the current minimum lot size of 8ha within the Rural Living Zone (RLZ) is inhibiting further development. Other explanations include the reluctance of landholders to subdivide land where there is a

perception that there could be further development and rezoning opportunities for higher densities”.

And;

“There is some potential for rural living and low density within the current growth boundaries of Shepparton, Mooroopna and Kialla, however the location of these developments should not inhibit the future growth of the urban area and encourage land banking or leapfrogging. One example is the Kialla Paceway precinct that will require careful planning to minimise land use conflicts between this facility and future residents”.

GREATER SHEPPARTON COUNCIL PLAN & STRATEGIC RESOURCES PLAN (2009-2013)

The Greater Shepparton Council Plan is updated every four years and drives strategic direction in collaboration with community, councillors and council staff and reflects community aspirations, needs and expectations.

Key points from the council plan and strategic resources plan (2009-2013) are to:

- Encourage innovative, appropriate, sustainable and affordable housing solutions;
- Encourage sustainable municipal growth and development; and
- Develop a mix of sustainable tourist attractions, festivals and events.

GREATER SHEPPARTON 2030 PLAN

The Greater Shepparton 2030 Plan was prepared in order to build sustainable economic activity and maximise the quality of life in the municipality over the next 20 years.

Some key predictions in the plan for housing and settlement for the next 20 years include:

- *“The municipality’s population will continue to grow from its current level of 59,660 persons towards 71,000 persons in 2021 and on to 75,700 persons by 2030. The multicultural and ethnic base will broaden and expand and the aboriginal community will remain a significant group in the local area.*

- *The size of households will decrease towards 2.7 persons per household; household structures will become more diverse and complex leading to a need for greater diversity in house types for a broad range of socio-economic characteristics.*
- *The overall population will “age” with the “baby boomers” moving into the latter part of their life cycle with a consequential greater demand upon health and support services and housing specifically suited to the needs of this sector.*
- *The environment and climatic benefits of the region, linked to an exodus to regional centres and coastal areas (within convenient access to the metropolitan areas) will see higher rates of persons attracted to the region for retirement and lifestyle reasons.*
- *The demand for rural residential environments will be tempered by greater concern to protect the productive capacity of soils and areas of native vegetation, provide services efficiently and cut dependence on fossil fuels to access facilities.”*

The plan outlines a number of factors that will influence the siting and layout of new residential areas. Some of these factors include:

- Access to services;
- Water management;
- Energy efficiency; and
- Provision of diverse housing opportunities.

REGIONAL RURAL LAND USE STRATEGY (2010)

The purpose of this strategy is to develop consistent strategies and regulatory controls for the management of land use and development across the regions rural land.

The Regional Rural Land Use Strategy (2010) highlights the economic value and contribution of the horse racing industry within the Goulburn Valley.

The Strategy provides the following economic indicators for the Goulburn Valley Equine Industry:

- The GV region produces approximately 60% of all Victorian foals from many of the nation’s key breeders and trainers.

- In 2007, the Victorian harness racing industry had an estimated value of \$700 million per annum that included a significant employment component with over 11,000 people employed across the State. It is estimated that approximately \$72 million of industry value is derived out of the Goulburn Valley.
- \$36 million pa in industry turnover associated with racing, breeding and training activities.
- \$24 million pa in on-course and off-course wagering associated with the GV Region’s harness racing meetings.
- \$12 million pa generated in State and Federal taxes levied on the GV Region’s harness racing activities (Essential Economics 2007).

The thoroughbred racing industry within the Goulburn Valley:

- Generates some \$97 million annually in real gross value added, and equivalent to 6% of real gross value added in the industry in Victoria.
- Comprises 251 breeders, 210 trainers and 1,931 owners.
- Generates \$23.9 million annually in expenditures by breeders and trainers.
- Supports 1,130 full-time jobs.
- Generates \$8.5 million in tax revenue to State Government and \$10.5 million in tax revenue to Commonwealth Government.
- Generates total wagering of \$239 million annually of which 95% is TAB off course.

Other significant factors within this strategy include:

- Horse racing has a positive social outcome for regional communities as it is important in providing community identity, social cohesion and facilities for community use and enjoyment.
- Kialla is recognised as a development area for rural living for residents to create hobby or lifestyle farms.

MUNICIPAL STRATEGIC STATEMENT (MSS)

The Municipal Strategic Statement (MSS) makes reference to future residential development. It states that the municipality must ensure that there is an adequate land supply for residential and rural residential purposes, as well as promoting a choice and variety of housing.

The need for housing diversity and choice is advocated in State Planning Policy and is reflected in Clause 21.05-1 of council's MSS. In addition, the predominant form of housing in Shepparton is a detached three to four bedroom house on a larger lot.

GREATER SHEPPARTON ECONOMIC DEVELOPMENT STRATEGY (2009-2012)

The Greater Shepparton Economic Development Strategy is intended to increase the Council's capacity to identify and pursue economic development initiatives. The focus is on identifying opportunities to promote investment and employment growth within a constantly changing domestic and international economic and environmental landscape.

The Greater Shepparton Economic Development Strategy (2009-2012) makes a number of references to the Shepparton residential market, as well as population growth and housing projections.

Greater Shepparton's residential property sales reflect the same patterns as regional Victoria. The projected growth in Greater Shepparton's resident population between 2009 and 2026 (+10,000 persons, representing an average annual increase of 0.9%). This growth will have important economic development implications for the municipality, including the need to provide a significant number of new residential dwellings and a requirement for greater job creation, as well as expanding and improving the provision of infrastructure and services.

2.3.2. TOURISM DEVELOPMENT PLANS

GOULBURN RIVER VALLEY TOURISM DEVELOPMENT PLAN (2011-2016)

A tourism development strategy for Mitchell, Strathbogie, Greater Shepparton and Murrindindi Shires.

The Goulburn River Valley Tourism Development Plan (2011-2016) identifies existing equine facilities and services as well as equine tourism opportunities in the region.

The region is home to providers of specialist services, such as the Equine Hospital in Shepparton, and two post-secondary education institutions offer specialist equine-related courses in the region - The National Centre for Equine Education at Goulburn Ovens Institute of TAFE (GOTAFE) and Northern Metropolitan Institute of TAFE.

This development plan identifies a number of equine tourism opportunities, and they include:

- Continue to develop the Equine industry: Equine festival, special race meetings, special tickets and passes, Horse parade, a festival dinner.
- Equine tourism packages: Food, wine and horse stud visits - combined with accommodation, bus trips to view equine activities.
- Support the development of 'horse-friendly' accommodation: Equine symposium.
- Establish communication linkages with appropriate equine organisation.
- Develop an equine regional calendar of events.
- Develop on-farm viewing platforms.
- Attract new investment in accommodation to the region.
- Undertake a rural tourism planning review, to identify rural precincts which could be rezoned to support rural tourism development.

GOULBURN RIVER VALLEY DESTINATION MANAGEMENT PLAN (2013)

The Goulburn River Valley Destination Management Plan (DMP) was prepared on behalf of Goulburn River Valley Tourism (GRVT), to provide a strategic approach to growing tourism in the Goulburn River Valley (GRV) region; aligning with key visitor needs and building on the GRV region's existing strengths.

All four Local Government municipalities within the Goulburn River Valley Tourism Region (Greater Shepparton, Strathbogie, Mitchell and Murrindindi) are supportive of the equine industry and support the development of linkages with the tourism industry.

The DMP identifies a number of priority tourism projects that will look to strengthen destinations within the Goulburn River Valley Region.

In particular the Goulburn Valley Equine Precinct is identified with the need to investigate the option to redevelop the Goulburn River Equine and Greyhound Precinct to position Shepparton and the Goulburn River Valley as a premier destination for racing, breeding, and equine education.

Other key opportunities for Shepparton which should be considered are:

- **Shepparton Events Program:** Identify event locations and engage with potential event organisers and operators. Secure access and use of events sites and promote co-operation between events operators and relevant Council Departments. Promote and market events regionally to target segments as part of the formal events calendar.
- **Goulburn Valley Harness and Greyhound Racing Precinct:** Support the undertaking of a masterplan and feasibility study in order to guide the future development of the Goulburn Valley Equine and Greyhound Precinct. This work will provide the framework for decision making and a platform for further detailed planning, design, funding and implementation.
- **Investigate Farm Gate Opportunities (Accommodation, Produce, and Retail):** Identify farm gate businesses with the potential for tourism product. Provide business support and notify businesses of changes to the Farming Zone, and the potential impact on tourism opportunities.

3. PROFILE OF THE HARNESS AND GREYHOUND SECTOR

3.1. INTRODUCTION

This section provides a profile of Victoria's greyhound and harness racing industries. Key statistics include existing greyhound racing clubs and tracks, number of race meetings and attendances.

This section draws on information provided to Urban Enterprise from both sectors such as annual reports and financial data.

KEY FINDINGS

- There are 13 greyhound racing clubs in Victoria, with Shepparton the only club in the north east of the State. This ensures that Shepparton has a large catchment for races which includes north east Victoria, the Murray Region and southern NSW.
- In 2013, Greyhound Racing Victoria held a total of 937 race meetings with an 11.3% increase in attendance from the previous year.
- There are 39 harness racing clubs across Victoria and in 2013, Harness Racing Victoria held 452 race meetings.
- Both the greyhound and harness racing industries have reported strong income growth over the past five years. In the case of the Harness Racing, much of this growth can be attributed to the introduction of Tabcorp Park and its non-racing entertainment, tourism and hospitality functions.
- Greyhound Racing Victoria has had strong growth in revenue on the back of a greater share of income from TABCORP and increased wagering as a result of more race meets.
- Industry trends highlight that the opportunity for the Goulburn Valley Harness and Greyhound Racing Precinct is to grow visitation through events, and greater entertainment during race nights. Tabcorp Park provides a good example of how multiple strong revenue streams can be leveraged from Harness Racing facilities in addition to wagering.

3.2. VICTORIAN GREYHOUND RACING INDUSTRY

3.2.1. PROFILE OF VICTORIA'S GREYHOUND INDUSTRY

There are 71 Greyhound Racing Clubs in Australia, of those, 13 are operating in Victoria. According to Greyhounds Australia there were approximately 933 race meetings in Victoria during 2011, with 10,607 races.

2013 witnessed a strong year for the greyhound racing industry in Victoria. There were five year high's for income, race meetings and attendance. Refer to Table 3 for a comprehensive list of Greyhound Racing Victoria's key industry statistics for 2013.

VICTORIAN RACING CLUBS

There are 13 Greyhound Racing Clubs currently operating in Victoria, Sandown being the premier racing club in the state hosting two race meetings per week. Shepparton has the potential to become a premier greyhound racing track as it too hosts 104 race meeting per annum. Clubs include:

- Bendigo;
- Geelong;
- Meadows;
- Shepparton;
- Warrnambool;
- Ballarat;
- Healesville;
- Sale;
- Traralgon;
- Cranbourne;
- Horsham;
- Sandown; and
- Warragul.

Figure 5 shows the distribution of Greyhound Racing Clubs in Victoria, highlighting that Shepparton is the only club in the north east of the state.

FIGURE 5 EXISTING GREYHOUND RACING CLUBS – VIC



TABLE 3 KEY INDUSTRY STATISTICS - GREYHOUND RACING VICTORIA 2013

CLUB	MEETINGS	ATTENDANCE
	104	32,018
Sandown	105	35,943
Total Metro	209	67,961
Ballarat	67	9,010
Bendigo	97	10,337
Cranbourne	53	10,620
Geelong	103	10,459
Healesville	56	6,859
Horsham	49	5,319
Sale	58	28,330
Shepparton	100	8,877
Traralgon	54	5,573
Warragul	98	12,749
Warrnambool	59	11,696
Total Country	728	119,829
Total	937	187,790

3.2.2. INDUSTRY TRENDS

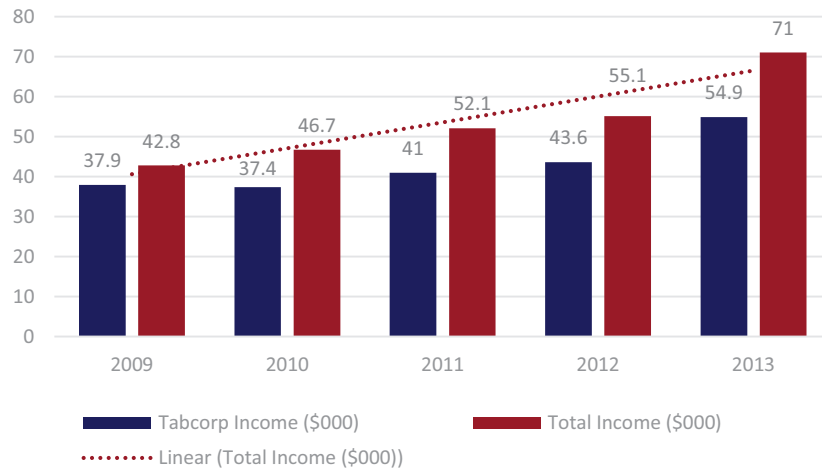
Figure 6 provides an overview of the Greyhound industry performance in Victoria. Income has grown significantly for Greyhound Racing Victoria due to:

- An overall increase in funding from the new wagering licence with Tabcorp that was also assisted by overall wagering revenues performing above budget ;
- The Victorian Racing Industry obtained the benefit of a new joint venture with Tabcorp called 'Premium Gateway International' that provided GRV with an additional \$0.5 million in income and given the relevance of international wagering is likely to be an important source of income to GRV;
- Racefields income increased by \$4.1 million (43.1 per cent increase).

The greyhound industry is in a strong position, and Shepparton has been a strong regional performer. The growth of Shepparton is observed through increases in race days and wagering as a result.

Shepparton, being the only GRV track in Victoria's north east highlights the strong growth potential of Shepparton Greyhound Racing Club to grow.

FIGURE 6 TRENDS IN INDUSTRY REVENUE/INCOME (GRV)



Source: Greyhound Racing Victoria Annual Report

3.2.3. FUTURE OBJECTIVES

The Greyhound Racing Victoria Strategic Plan identifies the following areas of focus for developing the industry:

- Greyhound welfare excellence
- Racing operations excellence
- Membership experience excellence
- Club enablement excellence
- Wagering operations excellence
- People and culture excellence
- Technology, systems and processes excellence

- Brand, reputation and stakeholder engagement excellence

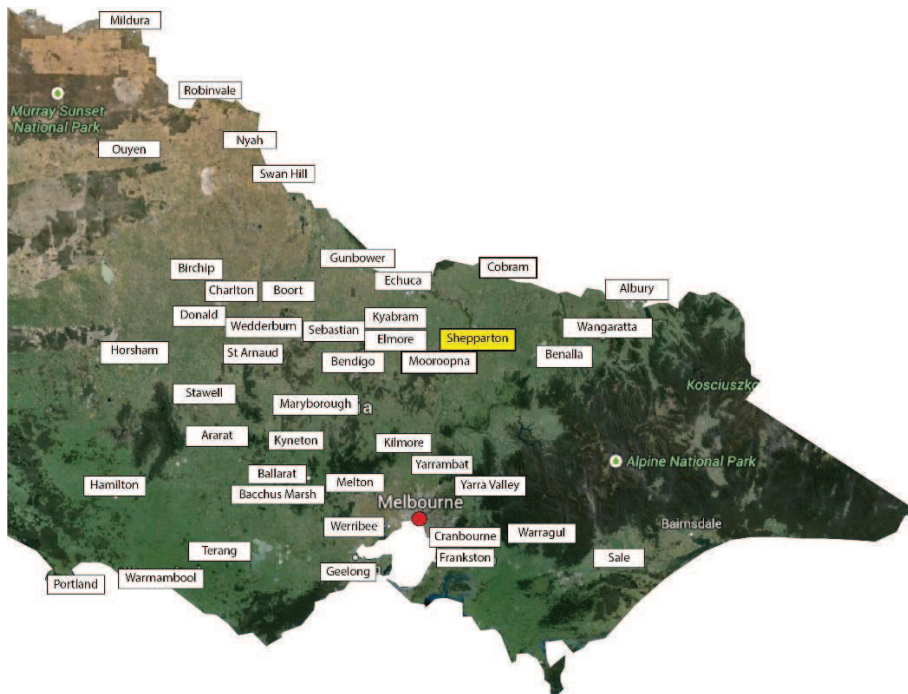
3.3. VICTORIAN HARNESS RACING INDUSTRY

3.3.1. PROFILE OF VICTORIA'S HARNESS RACING INDUSTRY

There are 117 Harness Racing Clubs in Australia, operating at 97 race tracks. Of those, 39 are located in Victoria. There are approximately 500 harness race meetings in Victoria alone, with 4,006 races and 3,303 club members.

In 2013, Harness Racing Victoria held 452 race meetings (TAB), with 3,814 races involving 4,099 horses.

FIGURE 7 EXISTING HARNESS RACING CLUBS



HARNESS RACING CLUBS – VIC

There are 39 harness racing clubs currently operating in Victoria. The majority of harness racing clubs in Victoria are found in a cluster throughout the Murray region, High Country and the Goulburn River Valley region. The Goulburn Valley Harness and Greyhound Racing Precinct's proximity to surrounding harness racing clubs would suggest that it has the potential to attract visitors to the precinct for equine related events, and as a result has the opportunity to become a premier equine destination in the region. Harness racing Clubs in Victoria include:

- Ararat;
- Cobram;
- Kilmore;
- Nyah;
- Terang;
- Bacchus Marsh;
- Echuca;
- Kyabram;
- Ouyen;
- Wangaratta;
- Ballarat;
- Elmore;
- Kyneton;
- Robinvale;
- Warragul;
- Bendigo;
- Geelong;
- Cranbourne;
- Donald
- Wedderburn
- Boort;
- Hamilton;
- Mildura;
- St Arnaud;
- Yarrambat;
- Charlton;
- Horsham;
- Mooroopna;
- Stawell;
- Melton;
- Sebastian;
- Warrnambool;
- Birchip;
- Gunbower;
- Maryborough;
- Shepparton;
- Yarra Valley.
- Benalla;
- Swan Hill

TABLE 4 KEY INDUSTRY STATISTICS – 2013

	2013
Race Meetings	452
Races	3,814
Horses Raced	4,099
Trainers	1,300
Stablehands	1,271
Foals	2,359

Harness Racing Victoria - Annual Report (2013)

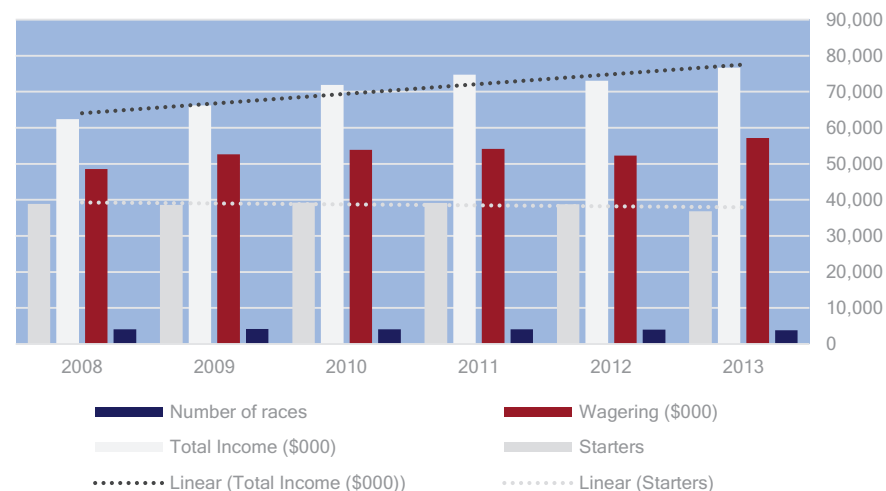
3.3.2. INDUSTRY TRENDS

Figure 8 shows trends in key statistics including number of harness races, revenue from wagering, race starters and total income for Harness Racing Victoria. The data shows that the number of races and number of starters has decreased over the past 5 years, whilst the total income has increased. Interestingly wagering has increased slightly, however much of the income growth for Harness Racing Victoria has been from non-wagering sources.

Revenue from Tabcorp Park has significantly improved the income for Harness Racing Victoria through the multiple revenue streams on offer which relate to entertainment and hospitality uses.

The trends in the harness industry highlight that there is likely to be limited growth in the number of starters and races held at Shepparton, however there is opportunity to strengthen other revenue streams for the precinct such as through growing events and strengthening visitation to existing races.

FIGURE 8 TRENDS IN KEY STATISTICS (HRV)



Source: Harness Racing Victoria Annual Report 2013

3.3.3. FUTURE OBJECTIVES

The following is a summary of the objectives which have set the future direction of the Victorian harness racing industry. These objectives and strategic initiatives can be adopted by the Shepparton Harness Racing Club and will strengthen its position as a premier harness racing destination in Victoria.

The desired outcomes are identified as follows:

- Create more industry events;
- Reduce barriers into entering the Harness Racing Industry;
- Improve community perception of the Harness Racing Industry; and

- Re-brand and Re-position Harness Racing as a sport of the future.
- Increased attendance;
- Increased economic benefits;
- Increased numbers of people involved in the industry as participants and spectators;
- Targeted education to attract and retain young people;
- Increased awareness of the industry, particularly at a local level;
- Improved racing stock;
- Improved breeding stock;
- Increased distributions of prize money;
- Significantly improved facilities;
- More young people to become a part of the industry; and
- Recognition of harness industry as a primary industry.

Some key strategic directions have been outlined and are summarised as follows:

- Develop a united and cohesive Goulburn Valley Harness industry through building enduring relationships with breeders, trainers, owners, administrators, clubs and allied professionals.
- Increase the profitability, profile and sustainability of the industry by developing mutually beneficial strategic partnerships and alliances.
- Develop quality facilities to feed future needs and encourage increased participation.
- Drive positive policy change by effectively representing the Goulburn Valley Harness Racing Industry.

4. EXISTING CONDITIONS: CLUB FACILITIES AND OPERATIONS

4.1. INTRODUCTION

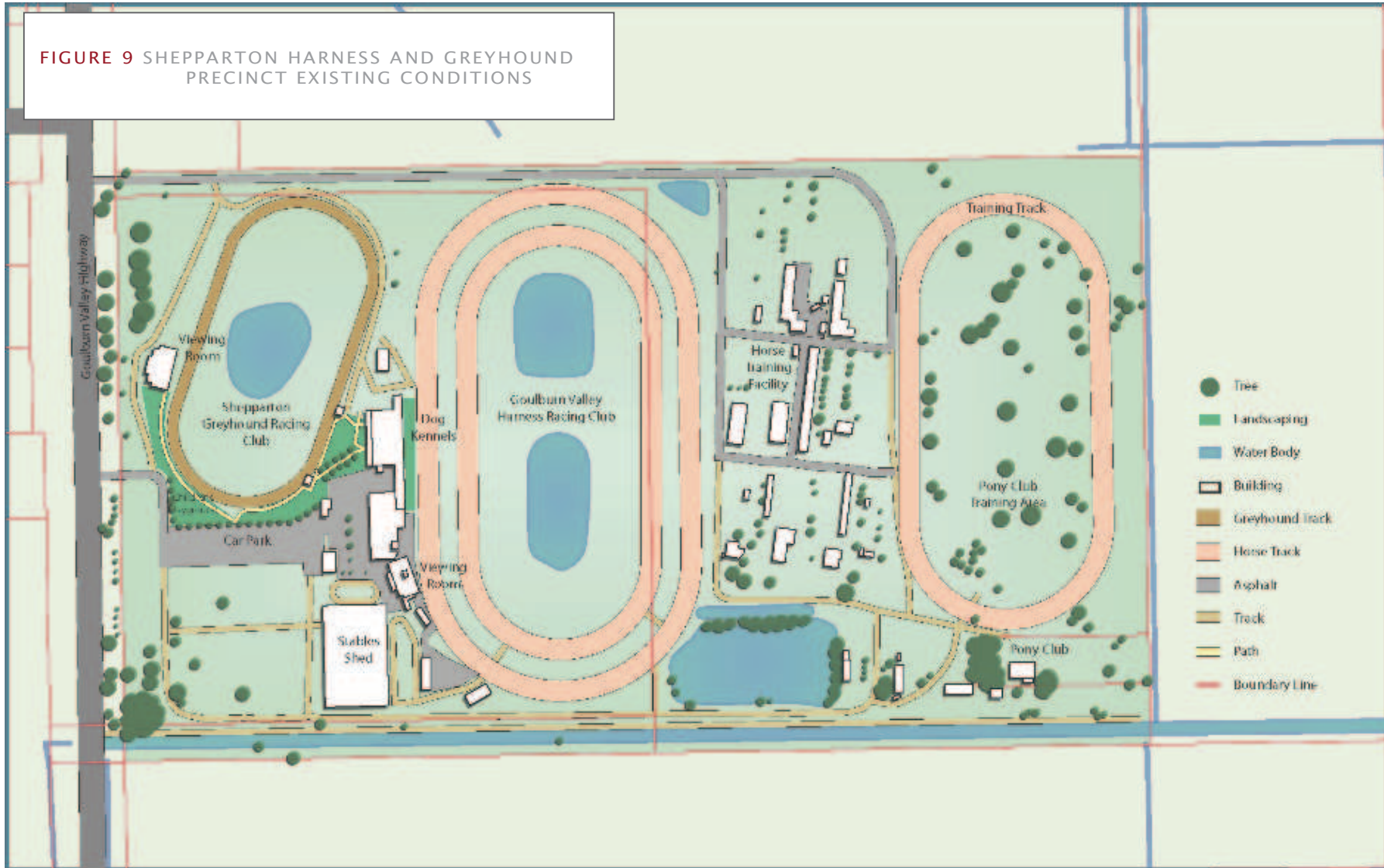
This section provides an overview of the existing conditions in relation to club facilities and operations.

The existing conditions analysis is based on discussions with club members and a site visit of the precinct. Figure 9 shows the existing conditions for the Shepparton Greyhound and Harness Racing Precinct.

KEY FINDINGS

- The Harness and Greyhound Racing Precinct is largely built out across the site, with little room for broad scale expansion. The Greyhound Racing Club occupies the front of the site, with the Harness and Pony Clubs situated at the rear.
- There is opportunity for infill expansion of facilities and the layout of the training area does not use space efficiently.
- The precinct is home to excellent function room facilities including the Greyhound Racing Club's function room which accommodates 200 seated patrons, and the Harness Racing Club's AH Rathjen Dining room and the Winning Post Complex with capacity for 400 and 250 seated guests respectively.
- The Harness and Greyhound facilities are largely in good order as a result of recent grant funding for both facilities.
- The racing tracks and ancillary facilities are located on crown land and is leased to the Shepparton Harness and Greyhound Racing Clubs management committee.
- The parcel of land utilised for training and stabling is owned by the harness racing club.
- Shepparton pony club lease the land utilised for their clubroom facilities from Greater Shepparton City Council.

FIGURE 9 SHEPPARTON HARNESS AND GREYHOUND PRECINCT EXISTING CONDITIONS



EXISTING CONDITIONS
KIALLA EQUINE MASTERPLAN

4.2. SHEPPARTON GREYHOUND RACING CLUB

The Shepparton Greyhound Racing Club relocated to this precinct (Goulburn Valley Highway, Kialla) in 2005 after previously occupying the Shepparton Showgrounds.

Shepparton Greyhound Club is located on the left of the entrance to the precinct and is comprised of a greyhound racing track, club room/dining area and viewing deck. Directly behind the greyhound racing track are the holding yards, kennels and the office and administration building.

4.2.1. OVERVIEW OF USE AND ACTIVITIES

The Shepparton Greyhound Racing Club host a race meeting every Monday and Thursday throughout the year. During a race meeting, the dining room and viewing area are occupied by attendee's and club members.

4.2.2. JOBS

The Shepparton Greyhound Racing Club is made up of a committee and management team. The manager is aided by two full-time office and administration employees. During race meetings, additional staff are required for catering, bar and TAB duties.

4.2.3. OVERVIEW OF FACILITIES

GREYHOUND RACE TRACK

The sand based track upholds a high industry standard for racing and offers trainers three separate distances for racing. The club has consistently increased the amount of race meetings it hosts, reaching its highest number of meetings in 2013 with 100. The Club is scheduled to hold race meetings every Monday and Thursday night throughout the year.

The track has some landscaping around the winning post as it is the focal point for the viewer. Apart from the water storage dam in the centre of the track, which is utilised for watering the track, the areas surrounding the track are barren and un-vegetated.

DINING ROOM/VIEWING AREA

The function area incorporates an enclosed dining room, bar and TAB facilities that overlook the home straight. This function area often hosts corporate and social events as the dining room can seat up to 200 guests. Events range from corporate functions to weddings and parties. The Club hosts approximately 20-25 corporate/social events per year.



OFFICE ADMINISTRATION

The office administration buildings are located at the rear end of the greyhound racing track and adjoins the harness racing club dining room and viewing areas. The full time office staff are based in this building.



KENNELS/HOLDING AREAS

The Kennels, swabbing station, Veterinary and stewards room are in the same building as the office administration and are adjoining the harness racing dining room/function and viewing area. The greyhounds are kept in the kennels until the lead up to their race. From there, they are taken out to the holding areas until moments prior to the race. The holding areas are directly behind the track in front of the office administration building.

4.3. SHEPPARTON HARNESS RACING CLUB

The Shepparton Harness Racing Club is located in the centre of the Goulburn Valley Harness and Greyhound Racing Precinct. The Club incorporates a harness racing track, dual dining rooms, viewing grandstand, café, and big shed for stabling, administration office, commentary and corporate box. At the rear of the racing track there are training facilities which include a training track and stables.

Geographically the club is centrally located to the racing and breeding industries and since 2004 the industry, State Government and Greater Shepparton City Council have invested \$5 million to significantly upgrade the racing track, construct a new dining complex and develop an undercover stable complex. The Shepparton Club now boasts facilities more than comparable to any other provincial club and enjoys above state average performance in terms of racing entries and patron attendance.

4.3.1. OVERVIEW OF USE AND ACTIVITIES

The Shepparton Harness Racing Club hosts approximately 40 race meetings, predominantly at night. Of those race meetings, 30 are conducted for the Shepparton Racing Club and the remaining ten are held on behalf of a combination of Wangaratta, Kyabram and Mooroopna Harness Racing Clubs. The Club also conducts approximately 52 trial sessions and a further 20-25 social events, seminars and trade functions. Social events and functions are generally hosted in the dining rooms and the trade functions in the stabling complex (big shed).

The Shepparton Harness Racing Club can cater for corporate and social events and can host a number of different exhibitions.

The Shepparton Harness Racing Club has a total of 140 members and the attendances to a race meeting varies between 200-600 people.

4.3.2. JOBS

The Shepparton Harness Racing Club employs a racing and operations manager as well as an events and catering manager. There are a total of 4 full time staff employed by the club including maintenance and administration staff.

During a race meeting, the club employs an additional 13-25 staff depending on the scale and nature of the event. These staff members are employed for catering, bar and TAB duties.

4.3.3. OVERVIEW OF FACILITIES

SHEPPARTON RACE TRACK

The 1000 metre track is surfaced with granitic sand with a 200 metre straight and 100 metre turns. Races are run over 1609, 1690, 2190, 2690 & 3190 metre with 7 horses off the front for both mobile and standing starts and maximum field sizes of 12 for mobile and 11 in standing start events.



DINING ROOMS / VIEWING STAND

The Shepparton Harness Racing club have two dining rooms: The AH Rathjen Dining room and the Winning Post Complex. The Winning Post Complex overlooks the home straight and includes a boutique bar, bistro and TAB facilities. The Complex can cater for social and corporate events with up to 250 guests.

The AH Rathjen Dining Room is located underneath the Winning Post Complex and can host large events and exhibitions with up to 400 guests. It has a boutique bar, dance floor and fully equipped kitchen, however it does not have views of the track.



STABLING COMPLEX (BIG SHED)

The Stabling Shed is a purpose built complex. The shed was constructed to stable the horses prior to and post racing. This shed is an adequate facility which also has a washing and swabbing station. The stable shed also has the ability to host non race day trade events. Due to its magnitude, the stable shed can host an array of exhibitions and events, such as dairy week.



HARNESS COMPLEX

A feature of the Shepparton Harness Complex is the wide open spaces that also attracts a number of uses. The significant grassed areas of the complex host a variety of users including dog shows, camp overs, rallies and trade displays.



TRAINING FACILITIES

Training facilities are located behind the Shepparton harness racing track. These facilities include: a training track, stables, clubhouses and storage huts. These facilities are used predominately by the Shepparton Harness Racing Club and their associated trainers.



CORPORATE/COMMENTARY BOX

The Cormican Corporate Box is perched above the track and slightly south of the winning post. The elevated Corporate Box is fitted with televisions and bar facilities. With a capacity of 15-20 people the corporate box is an ideal facility to entertain. The level below the corporate facility is the commentary box in which the broadcasters call each race.



4.4. SHEPPARTON PONY CLUB

The Shepparton Pony Club is situated at the south east of the corner of the Shepparton Harness and Greyhound Racing Precinct. The club occupies a small space, which consists of stables, a clubhouse and shared use of the training track.

The Shepparton Pony Club has approximately 60 members and holds its club rallies at the first Sunday of every month.

The Pony Club utilises the space within the Harness training track for its rallies, training and events.



4.5. SHARED FACILITIES

There are a number of facilities that are shared between the three clubs occupying the precinct.

CAR PARK

The car park is shared between the Greyhound Racing Club and the Shepparton Harness Racing Club. This is a non-issue for the majority of the racing calendar, however, there are irregular occurrences whereby a greyhound race meeting and a harness race meeting overlap. During these times, the car park does not have the capacity to accommodate the excess number of vehicles and is forced to spill over into the communal grass area surrounding the car park. In addition, it results in vehicle congestion issues within the car park and also on to the Goulburn Valley Highway.

TRAINING TRACK

A use conflict exists between the Shepparton Pony Club and the Harness Racing Club. There is a lack of adequate space to accommodate the Pony Club. The Pony Club does not have a cross country track and often experiences scheduling issues with the harness racing club.

WATER

The water dam at the south of the precinct is the major water catchment. The dam pumps water into smaller dams located inside the harness racing track and the greyhound racing track. The water from the dams are used to water the tracks and landscape gardens. There is currently an adequate supply of water to satisfy both clubs.

4.6. PROPERTY OWNERSHIP

Figure 10 shows the property ownership and land parcels for the Goulburn Valley Harness and Greyhound Racing Precinct and includes the entirety of the special use zone 4.

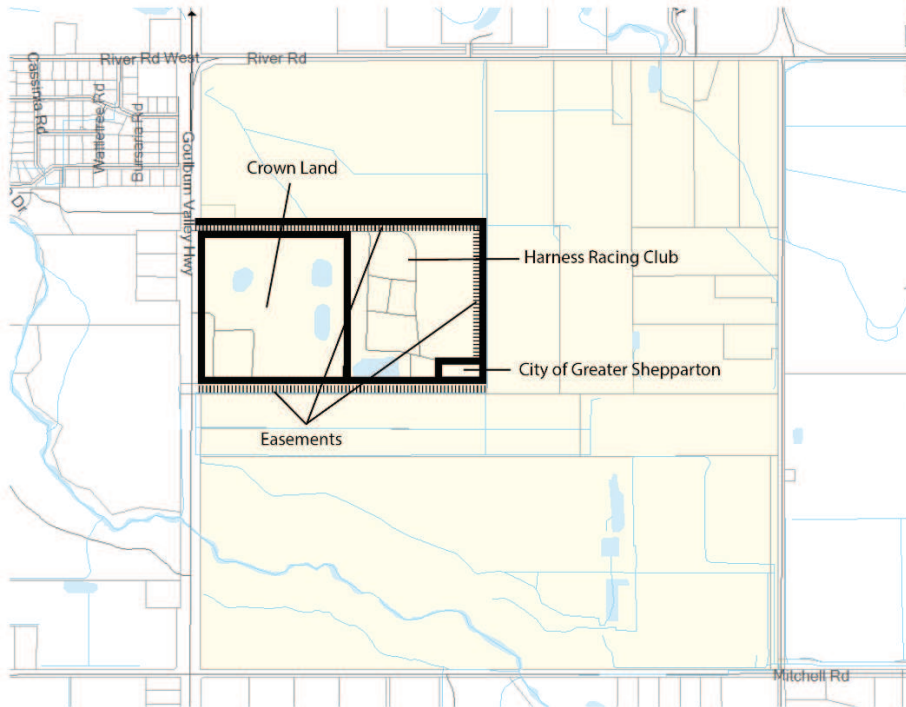
The crown land consists of all major racing operations including the harness and greyhound racing track, stabling complex, dining and function facilities, car park, kennels and administration buildings. This land is leased to a committee of management for the Shepparton Harness and Greyhound Racing Clubs.

The parcel of land owned by the Shepparton Harness Racing Club includes the training facilities (stables and track) as well as a clubhouse and storage huts.

The small parcel of land owned by the City of Greater Shepparton is leased to the Shepparton Pony Club. The parcel is only large enough for a clubhouse for the Pony Club.

A number of easements exist on the boundary of the precinct. A gas and electricity easement exists on the northern, eastern and south western boundary. There is also an easement on the water channel, on the southern boundary of the precinct. This is an easement to State Rivers Victoria and Water Supply Commission.

FIGURE 10 PROPERTY OWNERSHIP - LAND PARCELS



5. MARKET ASSESSMENT

5.1. INTRODUCTION

The market assessment for the precinct provides an indication of the ability to grow visitation and attendance to the precinct.

KEY FINDINGS

- Greater Shepparton is projected to grow substantially over the next 15-20 years with 23% projected growth between 2014 and 2031. This will provide growth in local market demand for function spaces, events and memberships for the clubs.
- Greater Shepparton is a key visitor node within the Goulburn River Valley Tourism Region, attracting 1.1 million visitors per annum. A large proportion of visitors to the Goulburn River Valley are visiting for special events or for business. This highlights the strength of business and non-business events markets for Shepparton.
- It is estimated that the Harness and Greyhound Racing Precinct attracts around 65,000 visitors per annum, of which around 9,500 are estimated to be overnight visitors to Shepparton. Visitation to the precinct creates demand for food, beverage, accommodation and equine/greyhound services in Shepparton.
- There is opportunity for the equine precinct to grow visitation through attracting both more social and non-social events and through developing the entertainment offer on race nights.

5.2. POPULATION

The Greater Shepparton population is expected to increase significantly over the next 20 years, with the population projected to grow from 63,447 in 2014 to 77,675 in 2031. This represents around 22% growth over that period.

This has consequences for the opportunities within the investigation area such as increased demand for residential housing, increased demand for function spaces and accommodation and increased demand for equine related facilities.

TABLE 5 PROJECTED POPULATION – GREATER SHEPPARTON

Year	2011	2016	2021	2026	2031
Population	61,744	64,775	68,973	74,189	77,675

5.3. VISITATION TO GREATER SHEPPARTON

Greater Shepparton is part of the Goulburn River Valley Tourism Region. The region includes the municipalities of Greater Shepparton, Strathbogie, Murrindindi and Mitchell, as shown in the figure below.

Table 6 shows that Greater Shepparton attracts around 1.1 million visitors per annum which equates to 36% of all visitors to the Goulburn River Valley Region.

FIGURE 11 GOULBURN RIVER VALLEY REGION

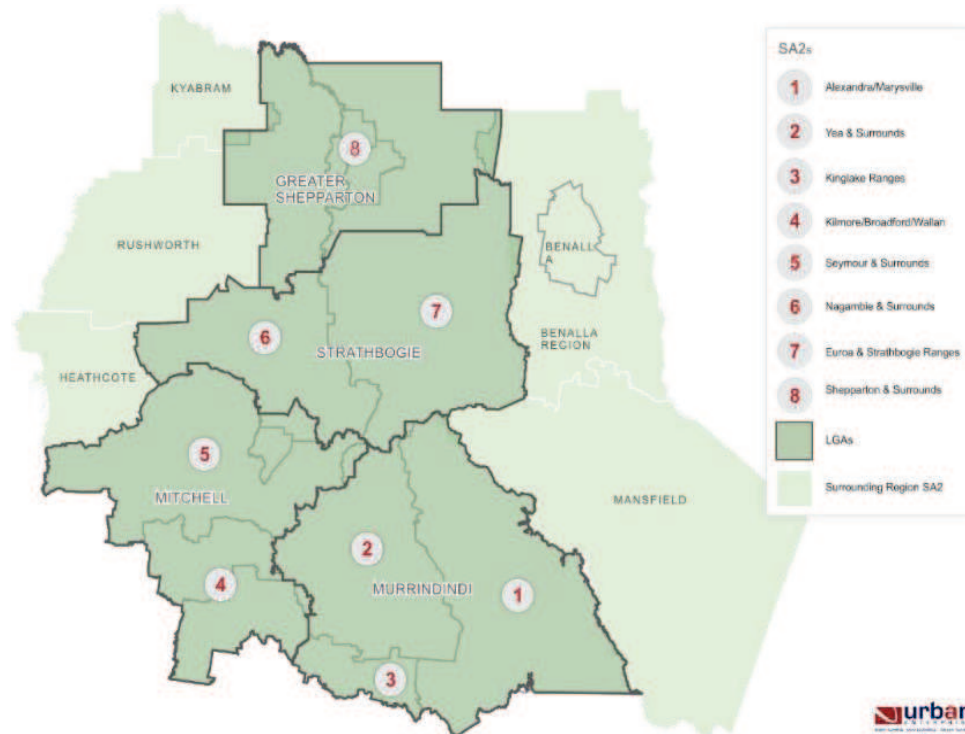


TABLE 6 VISITATION TO GREATER SHEPPARTON 2013

	Overnight Visitors	Daytrip Visitors	Total Visitors
Shepparton & Surrounds	545,795	634,000	1,179,795
Goulburn River Valley Region	1,311,218	1,971,000	3,282,218
	41%	32%	36%

Source: Goulburn River Valley Destination Management Plan

46% of visitors to Greater Shepparton visit for holiday leisure purposes, 17% for visiting friends and relatives and 29% for business. Greater Shepparton has a higher proportion of visitors coming for other reasons than other Goulburn River Valley municipalities. This is largely due to the strong special event market in Greater Shepparton of which the Harness and Greyhound Racing Clubs contribute to.

TABLE 7 REASON FOR VISIT-OVERNIGHT VISITORS

SA2	Holiday or leisure	Visiting friends and relatives	Business	Other
Shepparton & Surrounds	46%	17%	29%	7%

Source: Goulburn River Valley Destination Management Plan, National Visitor Survey

5.4. VISITATION TO PRECINCT

5.4.1. SHEPPARTON HARNESS RACING CLUB

Visitors to the precinct come from far and wide, Figure 12 shows the location origin of Harness Race starters for 2013. This highlights the large catchment for the Harness Racing Track with starters coming from as far as Newcastle, NSW.

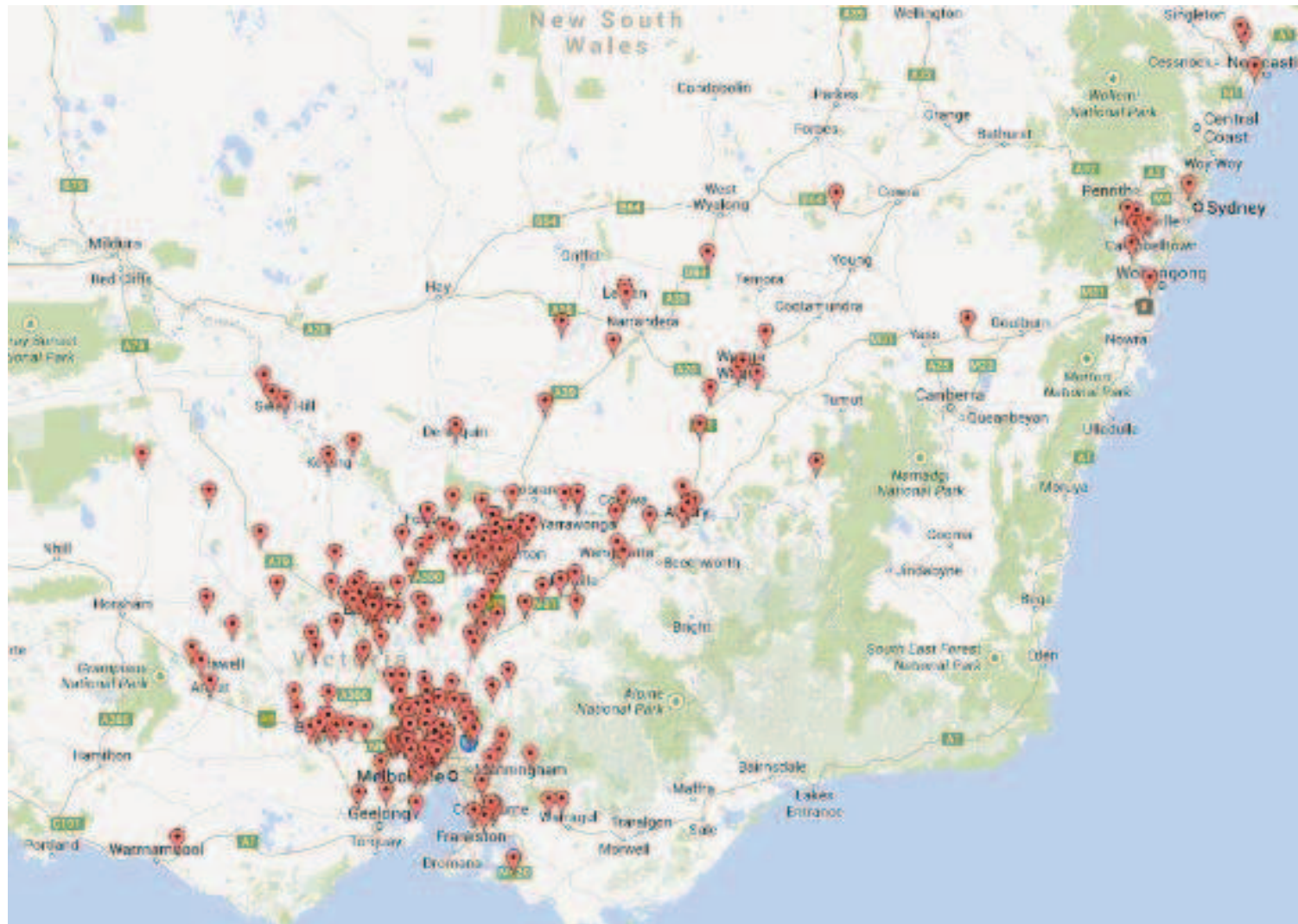
Based on the estimates above the Shepparton Harness Track attracts around 27,240 visitors per annum. Based on data provided by the Shepparton Harness Racing Club and Harness Racing Victoria, around 15% of visitors to the precinct are likely to require overnight accommodation in Shepparton. This means that the precinct is driving demand for around 4,000 overnight visitors to Shepparton.

The number of overnight visitors to Greater Shepparton may be increased through provision of equine specific accommodation, so trainers and owners can stay in proximity to their animals.

TABLE 8 VISITATION ESTIMATES

Category	Assumptions	Visitors
Race meets	40 race meets 10 races per meet 10 horses per meet 2 people per horse 200 additional spectators per meet 400 visitors X 40 meets	16,000
Trial sessions	52 trial sessions 10 trials per session 6 horses per trial 2 people per horse	6,240
Other Events	25 events Venue capacity: Rathjen Dining Room 400 Winning Post Complex 250 Average no per event 200	5,000
Total		27,240

FIGURE 12 ORIGIN OF SHEPPARTON HARNESS STARTERS 2013



Source: Harness Victoria

5.4.2. SHEPPARTON GREYHOUND RACING CLUB

The Shepparton Greyhound Racing Club hosts 110 race meetings with a total attendance of 27,720 visitors. This equates to around 252 people per meet.

In addition the Greyhound Racing Club has an excellent dining and function room which can accommodate up to 200 seated guests. The function room attracts around 20 events per year, with an average of 130 people per event.

The Shepparton Greyhound Racing Club attracts around 36,560 visitors per year. Based on the previous assumption for the Harness Racing of 15% overnight visitors, the Greyhound Racing Club is estimated to attract 5,484 overnight visitors to Shepparton.

TABLE 9 RACES/EVENTS AND NUMBER OF VISITORS

Category	Assumptions	Visitors
Race meets	110 meetings per year 12 races per meeting 8 greyhounds per race 2 people per greyhound 16 x 12= 192 Plus 60 guests 252 x 110	27,720
Trial Sessions	Approx. 60 greyhound handlers per session 2 sessions per week	6,240
Other Events	20 events 130 average attendance at events	2,600
Total		36,560

5.4.3. PONY CLUB

The Shepparton Pony Club has 60 members and has 12 club rallies per year at the Harness and Greyhound Racing Precinct.

It is estimated that around 80 people are in attendance on rally days. In total it is estimated that the Shepparton Pony Club attracts around 960 visitors annually.

5.4.4. SUMMARY OF VISITORS ATTRACTED TO THE PRECINCT

The Shepparton Harness and Greyhound Racing Precinct currently attracts around 65,000 visitors per annum, of which around 9,500 are estimated to be overnight visitors to Shepparton.

TABLE 10 NUMBER OF VISITORS TO PRECINCT

Facility	Number of Visitors to Precinct	Overnight Visitors to Shepparton
Harness Track	27,240	4,000
Greyhound Track	36,560	5,484
Pony Club	960	0
Total	64,760	9,484

5.5. OPPORTUNITIES TO INCREASE VISITATION TO THE PRECINCT

Without any further expansion on the precinct, there is opportunity to grow the number of visitors to the precinct through growing the events calendar. Key opportunities include:

- **Local social events:** There is additional capacity within the function rooms to cater for more social events. The venues are of good quality and can attract larger social events of up to 400 people.
- **Business and special events:** The large 400 seat capacity AH Rathjen Dining room has great potential to attract large event special events. There are very few facilities in Shepparton and the broader region which can accommodate this number of visitors.
- **Shows and festivals:** The precinct is designed to accommodate a large number of visitors and there is opportunity to grow the number of outdoor events;
- **Special harness and greyhound nights:** Tabcorp Park has grown its attendance through the development of themed race nights. There is opportunity for both the Greyhound and Harness Tracks to explore themed nights.

In addition there is expected to be natural growth to the precinct based on population growth within the catchment area.

6. CASE STUDIES

6.1. INTRODUCTION

The following section highlights selected case studies of harness racing precincts and equine related rural residential/lifestyle farms. These case studies will inform the concepts and future land use options for the Shepparton investigation area.

KEY FINDINGS

- Tabcorp Park is a purpose built sporting and community hub. The development leverages off premier harness racing operations, whilst hosting a number of business and entertainment events and functions.
- Tabcorp Park's success can be attributed to a number of factors including a diverse mix of Harness racing operations, entertainment, functions and accommodation. This hub allows its users to experience a number of entertainment avenues.
- Brighton and Globe Derby Park contain generous residential allotments varying in size, generally 1-5 hectares. These land allotments are desired due to the proximity to equine related industries and recreation allowing residents to leverage off the regions equine related facilities and operations.
- Horse communities in the US are designed for equine recreation and provide a series of horse and nature trails with an abundance of public open space. Allotments are generally 1-3 hectares.
- The success of horse communities can be attributed to a number of factors which include social cohesion through the provision of community infrastructure and recreational space such as horse trails, parks and public open space.

6.2. HARNESS AND GREYHOUND PRECINCTS

6.2.1. TABCORP PARK MELTON

Tabcorp Park is located in Melton, 41 km west of Melbourne. Tabcorp Park is a unique sporting and community hub with a range of entertainment facilities operating seven days a week alongside a metropolitan harness racing track. The decision of Harness Racing Victoria to explore options for developing a major harness racing precinct came from the industry's five year strategic plan, developed in 2001. Melton was the ideal region for this development as it boasted the highest proportion of standardbreds in Victoria, identifying strong demand for this type of development in the region. In addition, Melton Shire recorded strong population growth, as well as providing attractive land that was required for a development of this size and scale.

Tabcorp Park is the premier harness racing facility in Victoria. Facilities include a 41 room four star hotel, function and conference rooms, bistro, sports bar, TAB and gaming room.

Tabcorp Park hosts harness race meets every Friday night and Thursday afternoon, as well as select Saturday nights and Sunday afternoons. Harness Racing Victoria have built a state-of-the-art 1040 metre track, which is the largest in Victoria. The track promotes fast, fair and competitive racing.

Tabcorp Park is designed to leverage off the Harness racing operations, however it is not the sole entertainment avenue in the precinct. The complex hosts an abundance of events and functions including weddings, parties, business conferencing as well as exhibitions and live music acts.

6.3. RURAL RESIDENTIAL/LIFESTYLE FARMS

The following case studies provide an insight into some rural residential/lifestyle farms throughout Australia. These areas are purpose built for its residents to utilise surrounding equine and equestrian related infrastructure and amenity, as well as having an abundance of open space for horse trails and recreation.

6.3.1. BRIGHTON TASMANIA

Brighton is located 27 km north of Hobart. Brighton racecourse, now known as Brighton Training Centre, is located north of the town centre, on Racecourse Rd and is utilised for

training thoroughbred, trotting and pacing industry. The track has undergone some significant changes in the past 30 years, notably the addition of a chip wood track on the outer part of the course.

The land surrounding the training facility, is typically characterised by small lifestyle farms, often containing a house, shed/stables and recreational open space. Some properties have set up show jumping obstacles and other horse friendly apparatus on their land.

The properties in Brighton have the luxury of being in close proximity to the horse training facility and the Pontville Park Equestrian and Recreation Facility, as well as an abundance of open space.

6.3.2. MAHAINS ESTATE – GLOBE DERBY PARK, SOUTH AUSTRALIA

Globe Derby Park Harness Racing Club is located 15 km north of Adelaide CBD and is considered the premier standard harness racing venue in South Australia. Race meetings are held every week on Saturdays and Mondays, as well as Friday nights throughout the winter months.

Similarly to Brighton/Pontville in Tasmania, Globe Derby Park is characterised by an even mix of medium density residential and rural residential/lifestyle farm developments. Globe Park Derby leverages off the harness racing clubs and surrounding equine related centres in the area. Globe Derby Park contains a number of areas that are medium density living, however there is vacant land to the west of Globe Derby Park harness racing track that has been subdivided into eight rural residential allotments and is known as Mahains Estate.

Mahains Estate consist of eight 4,000 square metre allotments that are surrounded by equine related infrastructure, as well as park and wetlands. This estate is advertised as rural living in a metro area. Located 18 km from Adelaide CBD, it boasts an abundant amount of open space for horse riding, mountain biking and other outdoor adventure activities.

Mahains Estate has a particular focus on taking advantage of the equine amenity in the area. Nearby locations such as Betezy Park (Globe Derby Park Harness Racing Club), Globe Derby Equestrian Centre and Equus Horse and Pony Club and Public Riding Arena make it a prime destination for those seeking an equine lifestyle.

Allotments vary in size but are approximately 4,000 square metres and land prices are between \$180,000 and \$190,000.

6.3.3. HORSE/EQUESTRIAN COMMUNITIES CASE STUDIES

Horse or Equestrian Communities are planned and often gated developments in which residents can live with their horses on site and enjoy the pleasures of casual riding on a series of public horse trail networks. These communities have a number of equestrian related infrastructure and are becoming increasingly popular in rural areas of the United States as a result of a gradual decrease in horse trails and public equine facilities in semi-rural areas.

Horse/equestrian communities are often subdivided into 1-3 hectare allotments, and in addition to providing residents with equestrian related infrastructure, include a number of recreational facilities such as nature trails, picnic/recreation pavilions and parks.

6.3.4. KING OAKS, TEXAS

King Oaks is a horse/equestrian community that comprises a total land area of 380 hectares. This land is subdivided into 500 to 1,200 m² lots. This development was planned for the adventure/equine lover. The development incorporates a number of horse trail networks, as well as picnic/recreation and fishing areas.

6.3.5. SEMINOLE WOODS, FLORIDA

Seminole Woods is a rural/lifestyle farm estate in Florida. Its land area is approximately 650 hectares and is subdivided into 2-3 hectare lots. The estate includes a lake which can be utilised for water activities such as fishing, kayaking and canoeing, as well as a series of nature and horse trails.

6.3.6. CONCLUSION

Table 11 shows a matrix of the four rural residential/equine lifestyle farm case studies. These properties and estates highlight the successful attributes that are implemented for these types of estates to be sought after. These attributes include:

- Allotments need to be subdivided into a minimum of 3 hectares to provide sufficient land to incorporate stables/kennels, water storage, septic units and a small horse yard;

- A close proximity to equine related infrastructure such as training facilities, trails, veterinary clinics and stockfeed;
- A provision of nature and horse trail networks, as well as a sufficient amount of public open space; and
- Create a network of rural residential/lifestyle farms that are of similar function in order to increase the number of residents leveraging off equine facilities in the area and maximise their use. Locate residential development in locations appropriate to its intended use.

TABLE 11 MATRIX OF RURAL RESIDENTIAL/EQUINE LIFESTYLE FARM CASE STUDIES

LOCATION	DESCRIPTION	LOT SIZE	EQUINE / COMMUNITY FACILITIES
Brighton, Tasmania	Rural residential/lifestyle farms situated around Brighton Training Centre	Vary significantly per lot. Range from approximately 1-10 hectares	<ul style="list-style-type: none"> - Brighton Training Track - Pontville Park Equestrian and Recreation Centre
Globe Derby Park, South Australia	Rural residential lots surrounding Betezy Park (Globe Derby Harness Racing Club) in South Australia. Mahains Estate is an estate purpose built to leverage off equine facilities in the area	<p>A mix between medium density and rural residential. Existing lots range from 1-5 hectares.</p> <p>Mahains Estate has been subdivided into 4 hectare lots</p>	<ul style="list-style-type: none"> - Betezy Park (Globe Derby Harness Racing Club) - Globe Derby Equestrian Centre - Equus Horse and Pony Club and Public Riding Arena
King Oaks, Texas	Horse community located in Texas, USA. King Oaks is a gated community that is a total of 380 hectares	Residential lots range from 500-1,200 m ²	<ul style="list-style-type: none"> - Horse and Nature Trail Network throughout the estate - Recreational Lake for water Activities such as fishing, swimming, kayaking and canoeing. - Picnic and recreation areas
Seminole Woods, Florida	Horse community situated in Florida, USA. The estate is approximately 650 hectares	Lot Sizes vary between 2 and 3 hectares.	<ul style="list-style-type: none"> - Series of public horse and nature trails - Recreational lake utilised for water activities such as fishing, swimming, kayaking and canoeing

PART B: ISSUES & OPPORTUNITIES

7. PHYSICAL ISSUES AND OPPORTUNITIES

7.1.1. INTRODUCTION

The following provides a comprehensive analysis of the physical issues and opportunities that arose from the consultation workshops with stakeholders such as Shepparton Harness and Greyhound Racing Clubs, Shepparton equine clubs, referral authorities such as Vic Roads, Goulburn Valley Water, Goulburn Murray Water, Goulburn River Valley Tourism, as well as various landowners who are situated within or adjoining the investigation area.

- Figure 13 shows the key physical issues associated with the investigation area and harness and greyhound racing precinct;
- Figure 14 shows the potential physical opportunities that may be presented for the investigation area and harness and greyhound racing precinct; and
- Figure 15 shows the existing situation and conditions for the harness and greyhound racing precinct.

KEY FINDINGS

The key physical issues and opportunities to be considered when developing the precinct and investigation area are:

- Only one entry point should be made to the precinct and investigation area from the Goulburn Valley Highway. A service road may be implemented to provide access to properties.
- Some land on the corner of the Goulburn Valley Highway and River Road will be required to allow for a sweeping bend and traffic changes in the long term to support large vehicle transport.
- Improved traffic management at all interactions surrounding the precinct will be required with further development of the investigation area;
- Large areas of the site are subject to flooding and development in these areas should be minimised;
- Due to the precinct's distance from water and sewerage treatment plants it is Goulburn Valley Water's preference that conventional residential development in the area be minimised, otherwise large and costly infrastructure improvements will be required.
- Channel water is provided to the precinct, which could be relocated underground as the demand for water in the area is not of a large agricultural scale. This means that a straight track could be built within the precinct in replacement of the existing channel, allowing the channel to be piped where required.
- There is potential for racing precinct to develop improved promotional and way finding signage.

7.2. INVESTIGATION AREA

7.2.1. ROADS

ENTRY POINT

The Goulburn Valley Highway is to have one entry point which will service the racing precinct as well as the potential commercial tenancies as discussed with Vic Roads. Currently the sole entrance to the Goulburn Valley Racing Precinct is located on Goulburn Valley Highway. During a race meeting for either the Harness or Greyhound Clubs, congestion becomes an issue on the Goulburn Valley Highway when vehicles are performing a right hand turn into the precinct. The traffic banks up and vehicles are forced to enter the emergency lane. This issue could be addressed by extending the turning lane into the precinct.

SWEEPING BEND

A potential long term requirement is to input a sweeping bend on the corner of Goulburn Valley Highway and River Road to improve the intersection and cater for increased traffic conditions. The sweeping bend would encroach on the North West corner of the precinct, therefore land would need to be acquired for this.

ACCESS POINTS

There is a need to minimise access points to the precinct on River Rd, as it is a highly used thoroughfare that absorbs high vehicle numbers travelling east west. Main access points to the precinct should be focused toward Archer Rd.

TRAFFIC

There will be a need to assess traffic conditions at the four intersect points around the perimeter of the precinct with further growth in use. Pending the outcome of analysis, there will be a requirement to treat each of the intersection points of the precinct.

FLOODING

The road bridge crossing over Seven Creeks on Mitchell Rd is subject to flooding, and as a result has flow on traffic affects for the surrounding roads.

7.2.2. SERVICING

RETICULATED WATER AND SEWERAGE

Reticulated water stops at River Rd and is pumped into the Harness Racing Club. The same conditions apply for the sewerage line.

The water mains are most likely to continue further down the Goulburn Valley Highway with the subsequent residential development potentially occurring opposite the Shepparton racing precinct.

Capacity constraints exist in relation to the water mains and sewerage drains into this part of Shepparton. Significant medium density, standard lot development will require significant infrastructure upgrades. These infrastructure upgrade costs would fall on the developer.

If the precinct was to take the direction of rural residential/lifestyle farms, lots would need to be large enough to be able to self-contain water. If this can be achieved there may not be a requirement to extend reticulated water. However, allotments can be provided with raw irrigation water, notably from the channel.

Approximately 1000 m² is required for septic disposal. This requirement needs to be considered when determining lot sizes, as they would need to be large enough to allow sufficient area for sewerage treatment on site.

A gas pipeline runs through the precinct and should be noted for future potential development, particularly with regard to communal uses.

CAPACITY

The investigation area is at the extremity of servicing due to its distance from the Shepparton sewerage treatment plant. The treatment plant is in North Shepparton, putting a strain on its capacity to service the investigation area.

7.2.3. WATER CHANNEL

A water channel runs from east to west through the precinct directly south of the racing precinct, and also runs from north to south on the western edge of the precinct. The channel

has the potential to be relocated underground and thus water can be piped into the precinct where required. This cost would fall on the developer as an infrastructure levy.

The channels water supply gets cut off from May 15th to August 15th every year for servicing and maintenance. Water storage would need to be present within each residential allotment in order to access water supply during these months.

If constructing near the water channel, a 30m setback (10m if piped) is required. The setback has the potential to be changed if necessary and would be at the developer's discretion.

7.2.4. ENVIRONMENT

NATURAL VEGETATION

There would be an opportunity to maintain stands of trees throughout the precinct where present, notably on the banks for Seven Creeks.

There is also the potential to use vegetation buffers where required. These could act as barriers which would break up areas within the precinct as well as combatting unfavourable exposures such as noise, light and smells from the racing precinct.

SEVEN CREEKS

A 60m setback is required for developing near/around Seven Creeks. Therefore there is potential to utilise the Seven Creeks area for recreation purposes such as an equine cross country course or other equine friendly uses.

OVERLAYS

A large proportion of the precinct is affected by a Flood Overlay (FO) and Land Subject to Inundation Overlay (LSIO). This will place development constraints in some areas of the site. Refer to figure 3 for a map of the current planning overlays.

Flood prone land areas could potentially be utilised for open space/recreation trails/horse tracks.

7.3. GREYHOUND AND EQUINE PRECINCT FACILITIES

7.3.1. EVENT FACILITIES

The Shepparton Harness Racing Club and the Shepparton Greyhound Racing Club both have good quality, large capacity function facilities. Function facilities are used for social and corporate events such as weddings and parties, as well as greyhound and harness purposes. There is a potential and capacity to expand the use of their facilities for an array of events. The Harness Racing Club and Greyhound Racing Club could stage multiple events at the one time and potentially brand/promote the two clubs together. I.e. the Shepparton Racing Precinct.

The Shepparton Harness Racing Club could use their stabling complex (big shed) to hold events/exhibitions/trade shows due to its size and capacity.

7.3.2. PRECINCT AMENITY

There is a potential for commercial amenity on the western face of the precinct, along the Goulburn Valley Highway. There is untapped space either side of the Greyhound Racing Club and car park that could be leased for commercial tenancy.

There is also a need to increase the signage and car parking capacity. The signage on the Goulburn Valley Highway is non-existent and the sign at the entrance to the precinct is small and confusing. Once you enter into the precinct, the layout is confusing and signage needs to be introduced to direct patrons.

Car parking is adequate for the majority of the race meetings for both racing clubs, however on the occasion that two club race meetings overlap, the car parking facilities cannot withstand the excess number of vehicles, and therefore spills over into the grassed areas. The car parking is a shared facility between the two clubs, and creates conflict at times. Therefore an opportunity exists to extend the car parking further.

7.3.3. RACING CLUB FACILITIES

The Shepparton Harness Racing Club expressed interest in developing a straight line track for training purposes. There would be a potential need to pipe a portion of the channel and take it underground to provide ample space for the track.

The unused land on the western face of the precinct, along the Goulburn Valley Highway has the potential to provide equine and greyhound friendly accommodation. This accommodation would require stables and kennels for owners and trainers to safely lock up their animals, as well as ample power outlets.

7.3.4. TRAINING TRACK AND FACILITIES












A use conflict exists between the Shepparton Pony Club and Shepparton Harness Racing Club. There is a lack of adequate space to accommodate the Pony Club on site. I.e. There is no cross country course and there are also scheduling conflicts.

FIGURE 13 INVESTIGATION AREA PHYSICAL ISSUES



FIGURE 14 INVESTIGATION AREA PHYSICAL OPPORTUNITIES



-  Investigation Area
-  Utilise drainage lines and Seven Creeks precinct for open space
-  Commercial opportunities on Goulburn Valley Highway and River Rd
-  Opportunity to provide service rd for highway users
-  Opportunity for public trail network
-  Scenic lookout over river red gums
-  Reticulated water and sewer line and terminal point
-  Opportunity for underground water chanel to pipe water into the precinct
-  Straight training track above chanel
-  Greyhound track
-  Horse track
-  Building

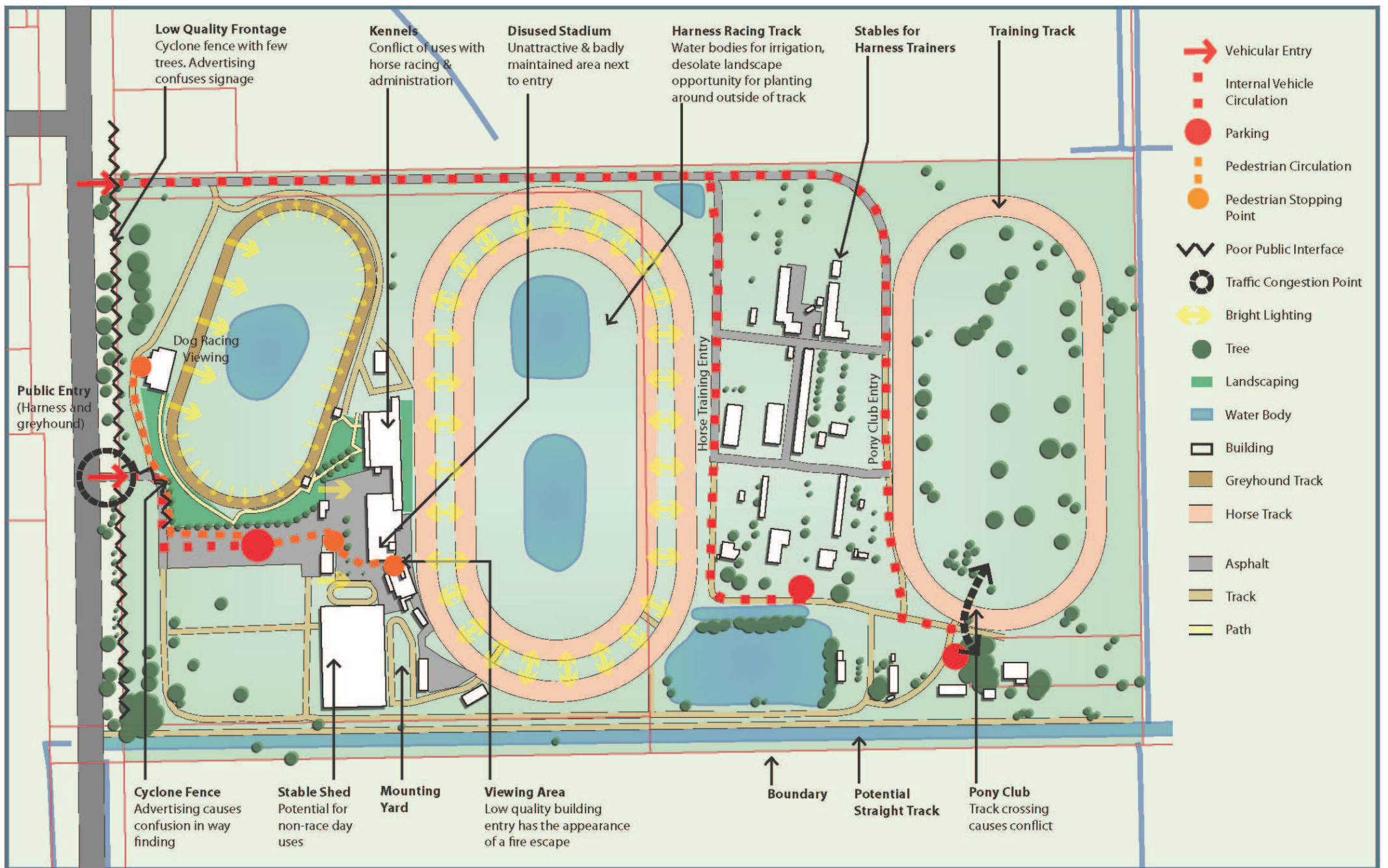


FIGURE 15 GREYHOUND AND HARNESS PRECINCT EXISTING CONDITIONS

8. FUTURE LAND USE OPPORTUNITIES

8.1. INTRODUCTION

This section considers future land use opportunities that may be considered within the investigation area based on consultation, workshops, planning policy and strategy, as well as physical constraints and opportunities. Land use options considered include:

- Rural Residential (equine/greyhound theme);
- Equine recreation;
- Commercial and tourism uses;
- Equine/Greyhound services.

KEY FINDINGS

- The future land use opportunities of the investigation area include residential (low density), equine recreation, commercial, tourism and equine/greyhound services.
- There is strategic support for low density residential uses in the precinct, however it will be important that these do not adversely impact the existing Harness and Greyhound Racing Precinct. If this were themed for equine/greyhound, it would build on the synergies with the current Greyhound and Harness Racing functions in the precinct.
- Strengthening the equine/greyhound role of the precinct through land provided for equine recreational uses and commercial equine/greyhound uses will provide greater market demand for equine/greyhound themed low density residential uses. This will also assist in growing the precinct as the home of the equine/greyhound industry.
- Discussions with the equine recreational sector highlight a lack of facilities to accommodate the growing needs of clubs in the region. In particular the pony club has use conflicts with the training undertaken at the rear of the site. The precinct provides the opportunity to collocate the Goulburn Valley's equine recreational clubs into one precinct.
- The precinct is best developed with a mix of the above uses in mind as they can complement each other. The key for the investigation area is to bring all of these uses together in a spatial way that complements the existing function of the area.

8.2. INVESTIGATION AREA LAND USE OPTIONS

8.2.1. RESIDENTIAL LAND

The Greater Shepparton Housing Strategy 2011 identifies a number of growth opportunities for residential land to the north, south and east of Shepparton. The housing strategy allows for adequate land stocks for conventional and medium lot density (Residential 1 Zone) and Low Density Residential within the growth area of Shepparton to be delivered to 2031.

8.2.2. STANDARD LOT RESIDENTIAL

Discussions with servicing agencies in Shepparton highlights that there are restrictions on the capacity of existing sewer to the south of Shepparton and that it is Goulburn Valley's Water preference that higher order residential development be concentrated to areas of Shepparton closer to the treatment plant.

Should conventional residential development be considered for the site, major upgrades to existing services will be required.

From a demand perspective, there are adequate land reserves to accommodate conventional residential growth in the south of Shepparton with a number of areas already prioritised for conventional residential development to accommodate in advance of 15 years supply.

In addition there are limited synergies that can be drawn between the Goulburn Valley Harness and Greyhound Racing Precinct and conventional residential activity. It is likely that conventional residential activity in close proximity to the Harness and Greyhound Precinct will be affected by excess light and noise from the events held at the precinct which may cause conflict in the future.

Based on the above, there is limited requirement for parts of the investigation area to be used for conventional residential activity and there are adequate growth fronts in Shepparton to accommodate this type of residential use.

8.2.3. RURAL LIVING RESIDENTIAL ALLOTMENTS

The Greater Shepparton Housing Strategy also considers low density residential uses:

“Low Density Residential and Rural Living development has been limited in Greater Shepparton in recent times. There is anecdotal evidence that the current minimum lot size of 8ha within the Rural Living Zone (RLZ) is inhibiting further development. Other explanations include the reluctance of landholders to subdivide land where there is a perception that there could be further development and rezoning opportunities for higher densities”.

And;

“There is some potential for rural living and low density within the current growth boundaries of Shepparton, Mooroopna and Kialla, however the location of these developments should not inhibit the future growth of the urban area and encourage land banking or leapfrogging. One example is the Kialla Paceway precinct that will require careful planning to minimise land use conflicts between this facility and future residents”.

The housing strategy above acknowledges the potential conflict of use between the Goulburn Valley Harness and Greyhound Racing Precinct (Kialla Paceway). Based on this and also the current restrictions on servicing the precinct, some form of rural living uses would be well suited to the precinct as:

- It will allow for a buffer from the Goulburn Valley Harness and Greyhound activities;
- It may provide opportunities for equine and greyhound enthusiasts such as trainers to locate next to the facility; and
- It will provide for a diversity of uses to the south of Shepparton in line with the recommendations of the Shepparton Housing Strategy.

Discussions with horse owners highlighted the need for allotments to be a minimum of 5000m² and up to one hectare to accommodate stabling and a small yard for horses. Case studies also show that a lot size of approximately 2,000m² to 4,000m² are desired due to the amount of land needed to keep horses on the premises, as well as having enough space

for essential infrastructure such as septic and water storage. Sites of this size would also be required for effective wastewater treatment.

8.2.4. COMMERCIAL AND TOURISM USES

There is opportunity for the precinct to consider commercial and tourism uses that may leverage from the Harness and Greyhound Racing activities. In particular, commercial uses may leverage from exposure along the Goulburn Valley Highway to passing trade. Specific commercial uses that may be suited to the precinct are highlighted below.

VISITOR ACCOMMODATION

The Harness and Greyhound events have a combined total of around 150 race meets per year with visitation to the precinct at around 65,000 per annum. Discussions with the clubs highlight there is potential for this to increase and that the Goulburn Valley Precinct could become one of the premier Harness and Greyhound precincts in Victoria. In addition to race meets that bring visitors from across Victoria and interstate, the Precinct also accommodates an expanding number of events including special interest events such as automobile and trade shows, large family events and sporting events. A range of accommodation segments may be considered in the investigation area which appeal to different market need, including:

- Self-contained accommodation (farm stay/nature based tourism);
- 4 star motel accommodation; and
- B&B's.

The area south west of Sevens Creek could be an ideal location for a major visitor accommodation offer, which can leverage off the harness and greyhound racing operations. The accommodation establishment should be of high quality design and be able to support key market gaps in tourist accommodation, as well as maximising the exposure to the natural setting of the area.

These typologies are supported by the Goulburn River Valley Destination Management Plan, with the need to provide accommodation for gap markets.

8.2.5. EQUINE/GREYHOUND SERVICES

There may be opportunity to explore equine and greyhound related services in the precinct such as stockfeed, farriers, saddlery and equipment. This will be largely left to market demand, however there are clearly synergies between these uses and the market for the precinct.

HIGHWAY/WHOLESALE RETAIL

There are limited greenfield opportunities for highway/wholesale retail in Shepparton south along the Goulburn Valley Highway. This precinct provides the last remaining area within the Shepparton boundary for highway commercial uses. However anecdotally demand for large greenfield commercial uses is limited.

8.2.6. FARM GATE TOURISM

There is a potential opportunity to leverage off small scale agriculture in the precinct.

The Goulburn River Valley Destination Management Plan identifies an opportunity to investigate the potential for farm gate accommodation, produce and/or retail. This is recognised as a tourism opportunity for Shepparton as it could promote local business and tourism within the region.

9. CONCEPT OPTIONS

9.1. INTRODUCTION

The following provides three broad concept approaches drawing on the issues and opportunities for the precinct.

OPTION 1: EXPANSION OF EQUINE USES TO THE SOUTH, RURAL RESIDENTIAL TO THE EAST, COMMERCIAL TO THE NORTH

Option one is largely centred on the expansion of equine uses to the south of the precinct. This draws on the opportunity for the precinct to house an expanded recreational horse industry area for the following user groups:

- Shepparton Pony Club;
- Shepparton Equestrian Club;
- GV Equestrian Club;
- GV Show Jumping Club;
- Southern Seven Cutting Horse Association.

This option would require purchase of private land to accommodate the equine use expansion of the precinct. The rationale behind expansion of equine uses builds on the synergies of the existing harness and greyhound precinct and explores the relocation of equine uses from W.B Hunter Reserve to a specialised precinct. This in turn will provide new opportunity for W.B Hunter Reserve to expand its other sporting facilities.

This approach proposes commercial uses along the Goulburn Valley Highway and River Road to maximise the benefits of highway exposure and also to provide a buffer from the equine uses within the precinct.

Option one would investigate rural living residential uses to the east of the precinct. The area south west of Sevens Creek could be an ideal location for a major visitor

accommodation offer, which can leverage off the harness and greyhound racing operations. The accommodation establishment should be of high quality design and be able to support key market gaps in tourist accommodation, as well as maximising the exposure to the natural setting of the area.

Option one would also investigate the potential redevelopment of the training facilities at the rear of the harness and greyhound racing precinct. There is scope and ample space to relocate the training track into the middle of the harness racing track, whilst the Pony Club would relocate to the south of the precinct. Relocation of the training track within the existing track will provide improved management and maintenance efficiencies.

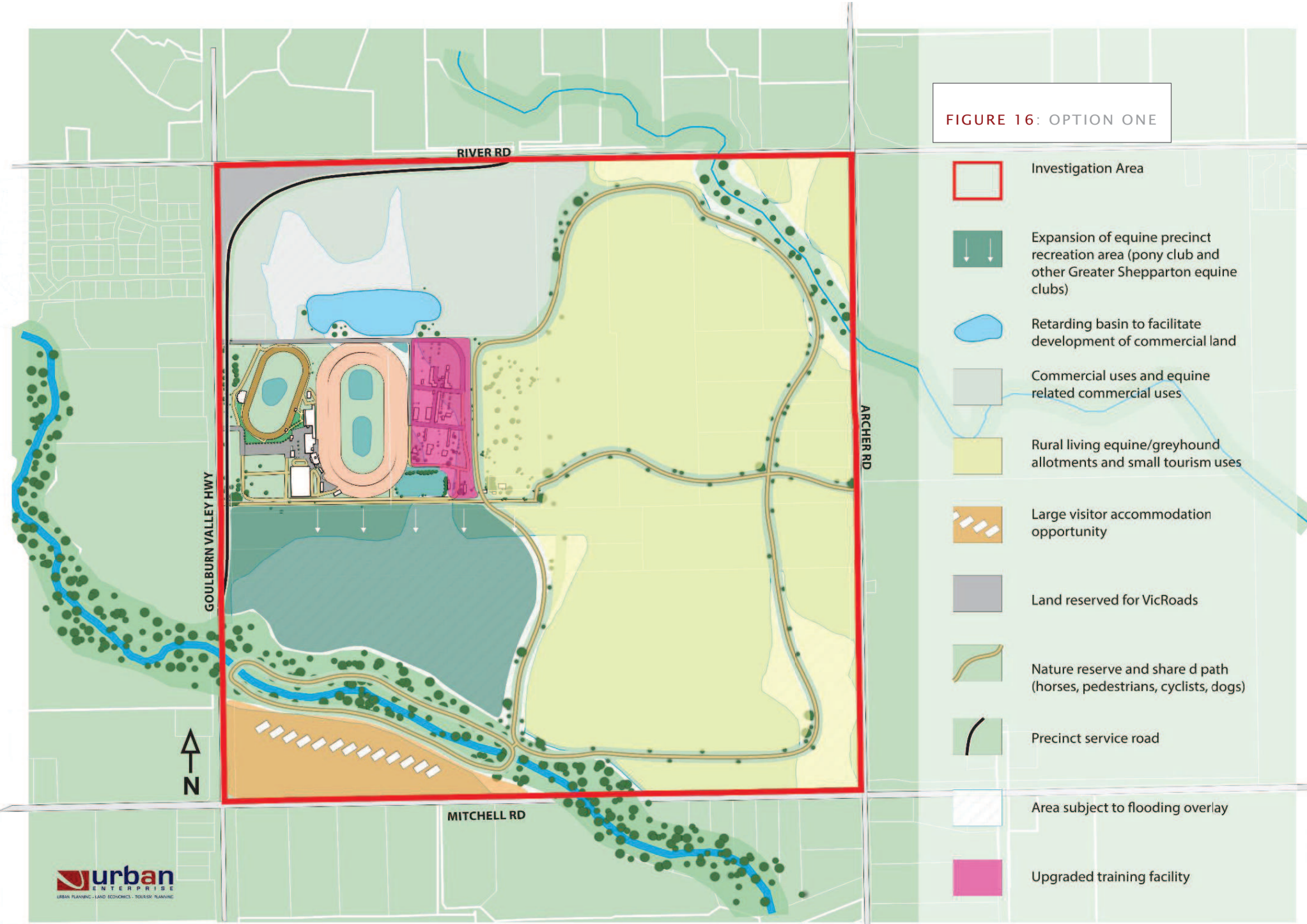
ADVANTAGES

- The equine role of the precinct will be strengthened;
- Expansion of recreational horse facilities will create stronger demand for rural lifestyle allotments;
- Expansion of the recreational horse facilities will create stronger demand for commercial equine uses;
- Relocation of training track into the centre of the harness racing track allows additional land for increased stabling and facilities for on-site trainers; and
- The large accommodation has the potential to capture overnight visitors from the harness and greyhound racing precinct.

DISADVANTAGES

- Potential difficulties with land acquisition.

FIGURE 16: OPTION ONE



-  Investigation Area
-  Expansion of equine precinct recreation area (pony club and other Greater Shepparton equine clubs)
-  Retarding basin to facilitate development of commercial land
-  Commercial uses and equine related commercial uses
-  Rural living equine/greyhound allotments and small tourism uses
-  Large visitor accommodation opportunity
-  Land reserved for VicRoads
-  Nature reserve and shared path (horses, pedestrians, cyclists, dogs)
-  Precinct service road
-  Area subject to flooding overlay
-  Upgraded training facility

OPTION 2: COMMERCIAL USE TO THE NORTH, MAINTAIN EXISTING USE IN THE SOUTH

Option two provides the development of commercial uses to the north of the precinct, notably potential for equine and greyhound commercial uses.

In addition, there will be no major change to the area directly south of the precinct. However, there is potential for tourism uses.

Other uses in the precinct reflect those considered in option one with rural living residential areas to the east, as well as relocating the training track. The area south west of Sevens Creek could be an ideal location for a major visitor accommodation offer, which can leverage off the harness and greyhound racing operations. The accommodation establishment should be of high quality design and be able to support key market gaps in tourist accommodation, as well as maximising the exposure to the natural setting of the area.

Commercial uses will remain along Goulburn Valley Highway and River Road.

ADVANTAGES












- No acquisition of land required;
- Relocation of training track into the centre of the harness racing track allows additional land for increased stabling and facilities for on-site trainers; and
- The large accommodation establishment has the potential to capture overnight visitation from the harness and greyhound racing precinct.

DISADVANTAGES

- Reduced demand for equine related rural living;
- Area to the south of the precinct will have limited use due to Flood Overlay;
- Limited expansion of the equine and greyhound role in the precinct.

FIGURE 17 OPTION TWO



-  Investigation Area
-  Limited change area (maintain existing uses with potential for tourism uses)
-  Retarding basin to facilitate development of commercial land
-  Commercial uses and equine related commercial uses
-  Rural living equine/greyhound allotments and small tourism uses
-  Large visitor accommodation opportunity
-  Land reserved for VicRoads
-  Nature reserve and shared path (horses, pedestrians, cyclists, dogs)
-  Precinct service road
-  Area subject to flooding overlay
-  Upgraded training facility

OPTION 3: GROWTH OF THE EQUINE PRECINCT TO THE SOUTH, RURAL RESIDENTIAL TO THE NORTH AND THE EAST [PREFERRED OPTION]

Option three investigates utilisation of a large proportion of the investigation area for future rural residential, commercial and tourism uses.

The option varies from option one with greyhound focused rural allotments to the north west of the site, providing segregation from the equine living land. This replaces the commercial uses identified in option one.

The area south west of Sevens Creek could be an ideal location for a major visitor accommodation offer, which can leverage off the harness and greyhound racing operations. The accommodation establishment should be of high quality design and be able to support key market gaps in tourist accommodation, as well as maximising the exposure to the natural setting of the area.

ADVANTAGES

- The equine/greyhound role of the precinct will be strengthened;
- Expansion of recreational horse facilities will create stronger demand for rural lifestyle allotments;
- Relocation of training track into the centre of the harness racing track allows additional land for increased stabling and facilities for on-site trainers; and
- The large accommodation establishment has the potential to capture overnight visitation from the harness and greyhound racing precinct;
- Segregation of greyhound rural living allows for allotments to be purpose designed for both equine and greyhounds individually.

DISADVANTAGES

- Difficulties associated with land acquisition.

RATIONALE FOR PREFERRED OPTION

This is the preferred option for the following reasons:

- It separates the equine and greyhound residential uses to avoid conflict between animals;
- It provides a confirmed precinct for greyhound owners with supporting policy;
- It minimises large areas of commercial land which are likely to have limited short term demand;
- Minimising large tracts of commercial land in the precinct will provide a stronger rural lifestyle product and improved amenity;
- It provides for a new precinct for recreational equine uses which will provide strong demand for residential use.

FIGURE 18 OPTION THREE



Investigation Area



Expansion of equine precinct recreation area (pony club and other Greater Shepparton equine clubs)



Retarding basin to facilitate development of rural living land



Rural living greyhound allotments and small tourism uses



Rural living equine/greyhound allotments and small tourism uses



Large visitor accommodation opportunity



Land reserved for VicRoads



Nature reserve and shared path (horses, pedestrians, cyclists, dogs)



Precinct service road



Area subject to flooding overlay



Upgraded training facility

Appendix C MAP OF LANDOWNERS CONSULTED

